NANCY HERBERT
ROOM 320

2 COPIES X-H

A SERVICE OF RCA

THOMAS E. KNODE JOINS STATION RELATIONS DEPARTMENT OF NBC
AND WILL BE PROPOSED FOR ELECTION AS A VICE PRESIDENT

FOR RELEASE MONDAY A.M., JULY 1

Thomas E. Knode will join the Station Relations Department of the National Broadcasting Company on July 1, and will be proposed for election as a Vice President at the next meeting of the NBC Board of Directors on July 12, it was announced today by Harry Bannister, Vice President in charge of Station Relations.

Mr. Knode will report directly to Mr. Bannister. Donald J. Mercer will continue in his present post as Director of Station Relations.

Mr. Knode had been associated with NBC for almost 20 years before he resigned as Director of Station Relations on March 31, 1955, to become Vice President and General Manager of Television for the Edward Petry Company.

"I am delighted by Tom Knode's decision to return to the Station Relations Department where he has served NBC and our affiliated stations so capably," Mr. Bannister said. "His experience and ability in this important area of network operations are widely recognized throughout the broadcasting industry. His return to our staff will be as warmly welcomed by our affiliates as it is by the NBC management."

(more)

Mr. Knode joined NBC as a news editor in Washington in 1938 after three years with the United Press. He became Director of the NBC News Department in Washington in 1940, supervising news and special events programs during the early days of World War II. Mr. Knode entered the Army as an infantry lieutenant in 1942, won the Distinguished Service Cross for extraordinary heroism in New Guinea, and was retired with the rank of captain. He returned to NBC in 1943 as Manager of the Washington Press Department, became Assistant Manager of the network Press Department in New York in 1945, and in 1947 was promoted to Director. In 1948 he was named Administrative Assistant to the Director of Network Television Operations and then joined the Station Relations Department, becoming Manager in 1952 and Director in 1954.

-----o-----

NBC-New York, 6/28/57

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

June 28, 1957

FIVE SPONSORS SIGN FOR 'BRIDE AND GROOM'

Five advertisers have already signed to sponsor BRIDE AND GROOM when it returns to NBC-TV as a Monday through Friday, 2:30-3 p.m., EDT, feature starting July 1, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

The Toni Company, which had sponsored the 2:45-3 p.m. portion of the "Tennessee Ernie Ford Show" on alternate Mondays, will sponsor the same segment of "Bride and Groom." The Brillo Manufacturing Company, Inc. will sponsor "Bride and Groom" on alternate Tuesdays from 2:45-3 p.m. starting Sept. 10. Miles Laboratories, Inc., which had sponsored the 2:45-3 p.m. segment of "Tennessee Ernie Ford Show" every Thursday, will sponsor the same period on "Bride and Groom," shifting to alternate Thursdays starting Oct. 3. The Alberto-Culver Company will sponsor "Bride and Groom" on alternate Thursdays from 2:45-3 p.m. starting Oct. 10. The Mentholatum Company will sponsor the 2:45-3 p.m. segment of "Bride and Groom" on alternate Fridays starting Oct. 11.

North Advertising, Inc., is the agency for Toni; the J. Walter Thompson Co. represents Brillo and Mentholatum, and Geoffrey Wade Advertising, Inc., is the agency for Miles and Alberto-Culver.

-----o-----

A SERVICE OF RCA

Attention, Sports Editors

NBC RADIO AS WELL AS TV WILL COVER PATTERSON-JACKSON HEAVYWEIGHT CHAMPIONSHIP FIGHT

The National Broadcasting Company will carry the heavyweight championship bout between titleholder Floyd Patterson and Tommy "Hurricane" Jackson Monday, July 29 on radio as well as television, NBC Sports Director Tom S. Gallery announced today. Television coverage was announced previously.

The 15-round title battle will be staged at the Polo Grounds in New York. Air time on radio and television will be 10 p.m., EDT.

NBC Radio will offer the only on-the-air coverage of the fight for boxing fans in the New York City area. The telecast will not be seen in the New York area.

The Buick Motor Division of General Motors Corporation, through Kudner Agency, Inc., will sponsor both the radio and TV coverage.

-----o-----

NBC-New York, 6/28/57

NBC TRADE NEWS
A SERVICE OF RCA

June 28, 1957

"SUSPICION" IS NEW TITLE FOR NBC-TV'S FORTHCOMING FULL-HOUR MYSTERY-SUSPENSE SERIES PREVIOUSLY NAMED "CRISIS"

SUSPICION is the new title for NBC-TV's full-hour series of suspense-mystery dramas to begin Monday, Sept. 30 (10-11 p.m., EDT). The earlier title was "Crisis."

Alfred Hitchcock will be executive producer of 10 of 20 filmed "Suspicion" dramas. Another 10, having the same suspense-mystery theme, will be filmed by Revue Productions with Alan Miller as executive producer. Twenty-two others, all live, will originate in New York with S. Mark Smith as executive producer.

A widespread search in the U.S. and abroad has been in progress for months to uncover stories that "fascinate, mystify and suspend" to be adapted for the series.

Already bought for adaptation are stories by Daphne du Maurier, Patrick Hamilton, John Steinbeck, Cornell Woolrich, James Parrish and Terrence John.

A SERVICE OF RCA

June 28, 1957

TRADE EDITOR LAUDS NBC FOR ITS EDUCATIONAL TV PROJECT;
MOTION PICTURE DAILY'S "TELEVISION TODAY" SAYS NETWORK
IS IN FOREFRONT OF INDUSTRY INTERESTS IN THAT FIELD

"In the forefront of those industry interests who are doing much to develop educational TV is the NBC Network."

Charles S. Aaronson, editor of Motion Picture Daily's "Television Today" publication, expresses this view in a full-column tribute this week to NBC's Educational Television Project, undertaken in cooperation with the Educational Television and Radio Center, at Ann Arbor, Mich.

"It is in the interests of the whole television industry," Mr. Aaronson writes, "that such intensive efforts as NBC's be pursued, that the greatest values be realized from the magnificent potential which is inherent in the television medium -- above and beyond entertainment."

The utilization of the TV medium as an instrument in education is "just now" beginning to make an impression in educational circles, he writes, but it is "inevitably true" that the day will come, and in the not too distant future, when television in education will be "as much a part of the system as the blackboard, the chalk and the pencil."

(more)

The editorial tribute comes in the wake of the completion of the first 13-week cycle of NBC Educational Television Project programs, -- the first live programming ever produced expressly for educational TV stations on a nationwide basis. From 6:30 to 7 p.m., EDT, five days a week, from March to June, NBC beamed across the nation educational programs on American literature, world geography, mathematics, American government, and music.

"Some of the nation's most distinguished figures related to the specific subjects participated in and conducted these programs, which were afforded additional program time through the use of kinescope recordings by stations other than those included in the basic educational TV network, "Mr. Aaronson writes. "University professors of acknowledged superiority in their fields, and such personages as the Vice President of the United States, members of the United States Supreme Court and Congress were contributors."

NBC is "justifiably proud," he notes, of a letter of commendation received by Robert W. Sarnoff, NBC President, from Clifford M. Hardin, Chancellor of the University of Nebraska, operating educational station KUON-TV in Lincoln. He quotes Mr. Hardin: "A significant number of midwesterns have had a unique opportunity to view leading scientists, men of letters and national figures in programs designed especially to impart information...Many Nebraskans would have had no other access to such minds and talents had not a national network and an educational program service dared to step so boldly forth."

-----o-----

NBC-New York, 6/28/57

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

NBC COLOR TELECAST SCHEDULE
July 7-13 (All Times EDT)

Sunday, July 7

9-10 p.m. -- THE ALCOA HOUR -- "Hostages to Fortune," by John Secondari and starring Anne Bancroft, Charles Korvin and Rip Torn.

Monday, July 8

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "The Remarkable Mr. Jerome."

9:30-10 p.m. -- THE ARTHUR MURRAY PARTY -- Starring Kathryn Murray.

Tuesday, July 9

1:30-2:30 p.m. -- CLUB 60.

On Tuesday, July 9 NBC MATINEE THEATER (3-4 p.m., EDT) will be preempted for the annual All-Star Baseball Game. However, if the game is not played that day, the program will offer the color film of Balzac's "Eugenie Grandet," with Peggy McKay and Val Dufour.

Wednesday, July 10

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "Strong Medicine."

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "The First and the Last," starring Edward Mulhare.

(more)

Thursday, July 11

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "The Trouble Train."

10-11 p.m. -- LUX VIDEO THEATRE -- "The Softest Music," starring Forrest Tucker and Peggy McKay.

Friday, July 12

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER.

Saturday, July 13

8-9 p.m. -- THE JULIUS LA ROSA SHOW -- With the Andrews Sisters, the Step Brothers, Don Tanner and Lou Carter.

NOTE TO EDITORS -- PLEASE CANCEL -- THE ADVENTURES OF SIR LANCELOT on July 29 (8-8:30 p.m.).

* * *

THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV ONLY:

Monday through Friday, July 8-12 10:38-10:43 a.m.--WRCA-TV WINDOW

Saturday, July 13 11-11:15 p.m. -- SAVARIN NEWS.

-----o-----

NBC-New York, 6/28/57

WOMAN WINS 'WEDDING SHOWCASE' FOR BEST ESTIMATE AMONG 925,000 ENTRANTS ON 'PRICE IS RIGHT'

A Portland, Ore. woman has won the "Wedding Showcase" on NBC-TV's THE PRICE IS RIGHT (11 a.m., EDT, Mondays through Fridays).

Edna H. McNaught of 939 SW Tangent St., Portland, the winner, guessed two cents under the actual price of the showcase -- $2,692.65. Her guess was the closest among 925,000 home viewers who sent in their estimates of the price of the items displayed during the week of June 17-21. Emcee Bill Cullen announced the winner's name today on the show.

The items which the winner receives and their values are: diamond ring set, $1,750; sterling silver flatwear and chest, $517; pair of lamps, $198; perpetual clock, $150; coffee pot and warmer, $39.95; automatic frying pan, $23.95; and salt and pepper shaker, $13.75.

-----o-----

GENERAL MOTORS ORDERS PARTICIPATION CAMPAIGN IN RADIO 'NEWS OF THE WORLD'

General Motors Corporation, for its trucks, has ordered a four-week participation campaign on NBC Radio's NEWS OF THE WORLD (Monday through Friday, 7:30-7:45 p.m., EDT), it was announced today by William K. McDaniel, Vice President, NBC Radio Network Sales.

The campaign will start July 29 and calls for a one-minute participation on the Monday, Tuesday and Friday programs each week. The Kudner Agency, Inc., represents General Motors.

-----o-----

NBC-New York, 6/28/57

CREDITS FOR 'CHARLES FARRELL SHOW' ON NBC-TV

TIME:	NBC-TV, Mondays, 8-8:30 p.m., EDT.
STARTING DATE:	Monday, July 1
FORMAT:	Situation comedy, series, on film; based on real life experiences of Charles Farrell as operator of the Racquet Club in Palm Springs, Calif.
STAR:	Charles Farrell
FEATURED PLAYERS:	Charles Winninger, Richard Deacon, Kathryn Card.
EXECUTIVE PRODUCER:	Gordon Hughes
DIRECTOR:	Rod Amateau
WRITERS:	Gordon Hughes, Lee Karson, Phil Shuken and others.
SPONSORS:	Whitehall Pharmacal Division of American Home Products, and Lever Brothers Company (on alternate weeks)
AGENCIES:	Ted Bates Company representing Whitehall, and J. Walter Thompson Company representing Lever Brothers Company.
ORIGINATION:	On film from New York and Hollywood.
NBC PRESS REPRESENTATIVE:	George Norford, New York.

-----o-----

NBC-New York, 6/28/57

NBC-TV TRADE NEWS

BURL IVES TO BE PANELIST ON 'HIGH-LOW' QUIZ SHOW

Burl Ives, actor, balladeer and author, has been chosen as the second panel member of the new NBC-TV quiz show HIGH-LOW, which starts Thursday, July 4 (9:30 p.m., EDT). Ives will return to New York for the program from Hollywood, where he has just completed a starring role in the film of O'Neill's "Desire Under the Elms."

Ives for years was one of the nation's leading ballad singers. His appearance in "Sing Out Sweet Land" on Broadway was received with critical acclaim. He is known throughout the country for his recordings of ballads and folk songs, and his books on folk songs and tales as well as children's books. Several years ago he added to an already brilliant career by turning to serious dramatic acting. His performance as "Big Daddy" in Tennessee Williams' "Cat on a Hot Tin Roof" on Broadway was a notable acting event. His literary works include his autobiography "Wayfarin' Stranger."

The first panelist chosen for "High-Low" is John Van Doren brother of "Twenty-One" quiz champion Charles Van Doren. Jack Barry will be host of the program, in which three contestants each week will test their knowledge against a panel to win cash prizes.

-----o-----

NBC-New York, 6/28/57

NBC TRADE NEWS
A SERVICE OF RCA

June 27, 1957

NBC-TV NIGHTTIME PROGRAM SALES FOR 1957-58 SEASON CONTINUE TO CLIMB AS THREE ADVERTISERS SIGN FOR FOUR NEW SERIES

Nighttime programming sales for the 1957-58 television season continued to climb at NBC-TV, as three advertisers ordered sponsorships for four new series, it was announced today by William (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

Mr. Goodheart said the new orders, all for 52-week periods, include:

Hazel Bishop, Inc., will sponsor alternate weeks of a new filmed series starring Jane Wyman on Thursday evenings, 10:30 to 11 p.m., NYT, beginning this Fall. The alternate sponsor will be announced shortly.

The American Tobacco Co. and Hazel Bishop, Inc., will alternate sponsorship of a new crime series starring Lee Marvin as a Chicago plainclothesman, and tentatively entitled "Manhunt," on Friday evenings, 9 to 9:30 p.m., NYT, starting Sept. 27.

(more)

Lever Brothers Co. will sponsor a new half-hour series, to be announced shortly, every Thursday evening, 10 to 10:30 p.m., NYT, beginning in October.

And Hazel Bishop, Inc., will sponsor "The Original Amateur Hour" with Ted Mack on Sunday evenings, 7-7:30 p.m., starting Sept. 22. In addition, Hazel Bishop, Inc., will sponsor the series during the Summer season when the program returns to NBC-TV in the Monday evening 10 to 10:30 p.m., NYT, time period for 12 weeks starting July 1.

Raymond Spector Co., Inc., represents Hazel Bishop, Inc.; Sullivan, Stauffer, Colwell and Bayles, Inc., is the agency for the American Tobacco Co., and the J. Walter Thompson Co. represents Lever Brothers Co.

-----o-----

NBC-New York, 6/27/57

NBC TRADE NEWS
A SERVICE OF RCA

June 27, 1957

FORD MOTOR CO. TO SPONSOR 'HIGH-LOW' ON NBC-TV

The Ford Motor Company will sponsor NBC-TV's new HIGH-LOW quiz program, which starts on NBC-TV Thursday, July 4 (9:30-10 p.m., EDT), it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

Jack Barry will be host of the program,on which three contestants will appear each week and attempt to equal or better the answers of several panelists for cash prizes. "High-Low" will be seen in the Summer time period of "The Ford Show," starring Tennessee Ernie Ford, until the latter returns to the air on Sept. 19.

The J. Walter Thompson Company is the advertising agency for the Ford Motor Company.

-----o-----

NBC TRADE NEWS
A SERVICE OF RCA

June 27, 1957

'SUMMER PLAYHOUSE,' SERIES OF HALF-HOUR FILMED DRAMAS, STARTS ON NBC IN TUESDAY NIGHT TIME-SPOT JULY 2

SUMMER PLAYHOUSE, a weekly series of filmed dramas will start on NBC-TV Tuesday, July 2 (9:30-10 p.m., EDT). The series will feature stars of television, motion pictures and the stage.

"Summer Playhouse" will be sponsored on alternate weeks, beginning Tuesday, July 9, by Armstrong Cork Co., through Batten, Barton, Durstine and Osborn.

The initial presentation is titled "A Place on the Bay." It stars Gene Barry, Gloria Talbott and Kurt Kasznar.

The story concerns a struggling young novelist and his wife who rent a houseboat to get away from civilization so he can write a novel. However, the woman who rented the houseboat discovers the young wife is expecting a baby and accuses the novelist of being heartless because he won't put his novel aside to care for his wife.

-----o-----

NBC TRADE NEWS
A SERVICE OF RCA

June 27, 1957

ALL-STAR PRODUCTION OF 'PINOCCHIO' SUNDAY, OCT. 13, WILL BE SPONSORED ON NBC RADIO AS WELL AS NBC-TV BY REXALL DRUG; MICKEY ROONEY HAS LEAD IN SIMULCAST OF ORIGINAL MUSICAL

PINOCCHIO, a one-hour original musical based on the children's classic and starring Mickey Rooney in the title role, will be sponsored by the Rexall Drug Company on NBC Radio when it is simulcast Sunday evening, Oct. 13, from 6:30-7:30 p.m., NYT, it was announced by William K. McDaniel, Vice President, NBC Radio Network Sales.

Rexall also will sponsor the special presentation on NBC-TV, as announced earlier.

Other stars already signed to appear in "Pinocchio," Collodi's story about a wooden puppet turned into a living boy, are Walter Slezak, Fran Allison, Stubby Kaye, Jerry Colonna, Martyn Green and Mata and Hari. Alec Wilder will compose the score.

Batten, Barton, Durstine and Osborn, Inc., is the advertising agency for the Rexall Drug Company.

GROUCHO (AND WIFE) HIT STRAWHAT CIRCUIT TRAIL IN 'TIME FOR ELIZABETH' WHICH HE HELPED WRITE

Groucho Marx will star in a play of his own co-authorship -- "Time for Elizabeth" -- on the East Coast strawhat circuit this Summer. His wife Eden will play the role of his secretary, in the comedy on the pitfalls of retirement.

The NBC-TV and NBC Radio quizmaster (YOU BET YOUR LIFE) joined forces with Norman Krasna to write the play, which opens Monday, Aug. 19 at the Grist Mill Playhouse, Andover, N.J. After one week there, the play moves to the Playhouse in Iverton, Conn., for another week, beginning Sunday, Aug. 25.

Bob Dwan, co-director of Groucho's quiz show, was signed by Gummo Marx, Groucho's agent-brother, to direct the Summer stock venture. Gummo said the two men plan to leave for New York Aug. 5 to start casting.

Asked why his wife is playing the role of his secretary, Groucho commented: "She's always heard that the secretary sits on the boss's lap and she's not taking any chances."

To which Gummo added: "She's also been taking dictation from Groucho so long she's sure she can qualify."

(Groucho is currently appearing in THE BEST OF GROUCHO, selected re-runs of the funniest of his YOU BET YOUR LIFE programs. (NBC-TV, Thursdays, 8-8:30 p.m., EDT; NBC Radio, Saturdays, 12:30-1 p.m., EDT.)

-----o-----

NBC-New York, 6/27/57

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

NORMAN McLAREN'S NON-OBJECTIVE COLOR FILM SHORTS TO BE SEEN ON NBC'S "CLUB 60" DURING JULY

Some of the most unusual color film shorts ever made, which were produced by Norman McLaren without the use of a camera or lens, will be seen on NBC-TV's CLUB 60 on Wednesdays during the month of July.

McLaren gained international fame for developing the technique of creating motion pictures by drawing directly on the film and forming non-objective images which can be entertaining to viewers. The films, which are only two or three minutes long, have been shown with great success in art movie houses. This will be their first showing on American television.

"Club 60" is seen on NBC-TV Monday through Friday (1:30-2:30 p.m., EDT), in color and black and white.

-----o-----

NBC-New York, 6/27/57

NBC-TV NEWS

SHELLEY WINTERS ASSIGNED LEAD IN ONE OF NBC'S "WAGON TRAIN" DRAMAS IN LINE WITH "STAR-FOR-EVERY-STORY" POLICY FOR 1-HOUR WESTERNS

Shelley Winters will star in NBC-TV's WAGON TRAIN series next Fall in an explosive tale of death, dishonor and hasty justice entitled "The Ruth Owens Story."

The blonde stage, screen and television star -- noted for her turbulent roles in such motion pictures as "A Place in the Sun," "The Great Gatsby," and "Executive Suite"; in Broadway's "A Hatful of Rain," and in NBC-TV's "The Women" -- was signed in line with "Wagon Train's" star-for-every-story policy. Academy Award winning Ernest Borgnine and British actor Michael Rennie have already completed "Wagon Train" films.

The program's permanent stars, Ward Bond and Robert Horton, will be seen as wagonmaster and scout, respectively, and Kent Smith and Dean Stockwell will join Miss Winters in "The Ruth Owens Story."

Miss Winters will play the role of a respectable young matron whose tarnished past is the issue which causes her younger brother to kill a man.

"Wagon Train" will have its premiere Wednesday, Sept. 11, and will be seen every Wednesday thereafter from 7:30 to 8:30 p.m., (EDT).

-----o-----

NBC-New York, 6/27/57

NBC-TV NEWS

CREDITS FOR TED MACK'S "ORIGINAL AMATEUR HOUR" ON NBC-TV

TIME:	Mondays, 10-10:30 p.m., starting July 1.
ORIGINAL STARTING DATE:	March, 1934 on radio station WHN; March 24, 1935 over NBC Radio; Jan. 18, 1948 over Dumont TV; and Oct. 14, 1949, over NBC-TV.
HOST:	Ted Mack
FORMAT:	The best of new talented performers of all types who are auditioned weekly will be featured on each show. Winners of the telecasts are determined by votes tabulated both by phone calls and mail from viewers, and are announced the following week. Winners of three successive shows are eligible for the "Original Amateur Hour's" Annual Championship Finals. A different American city is saluted each week.
PRODUCER:	Lewis Graham
DIRECTORS:	J. Robert Blum and Lloyd Marx
SPONSOR:	Hazel Bishop, Inc.
AGENCY:	Raymond Spector Co., Inc.
ORIGINATION:	NBC-TV Hudson Theatre, New York
NBC PRESS REPRESENTATIVE:	Al Cammann

-----o-----

NBC-New York, 6/27/57

NBC SPOT SALES

News

"LISTEN, SON," A MAILING PIECE WITH A HEART,
SENT TO AGENCY PROSPECTS BY NBC SPOT SALES

A frankly sentimental mailing piece which will probably be read and reread with more than ordinary interest by agency prospects is being mailed this week by NBC Spot Sales.

It's a copy of "Listen, Son," a first-person story by a father who has been angry with his young son and then regrets his feelings at the child's bedside. The story, which is considered a classic of its kind, was recently read by Dennis James on NBC-TV's CLUB 60 colorcast and more than 10,000 viewers wrote in for copies.

Agency executives who desire reprints of "Listen, Son" can obtain them by addressing Promotion Department, NBC Spot Sales, 30 Rockefeller Plaza, New York.

-----o-----

NBC-New York, 6/27/57

NBC TO TELECAST DULLES' TALK ON FAR EAST

An address by Secretary of State John Foster Dulles on U.S. policy in the Far East will be telecast live by NBC Friday, June 28 (1:30-2 p.m., EDT), from the Lions International convention in San Francisco's Civic Auditorium.

-----o-----

U.S. TREASURER IVY BAKER PRIEST AND TWO CHILDREN WILL DISCUSS 'WORKING MOTHERS'

Mrs. Ivy Baker Priest, Treasurer of the United States, and two of her three children -- Roy, 15, and Nancy, 16 -- will discuss the question "Do Working Mothers Neglect Their Family Obligations?" on NBC Radio's FAMILY LIVING '57 program Thursday, July 4 (10:05 p.m., EDT). Completing the panel will be John Theban, director of the Bureau of Children and Family Services, Washington, D.C.

-----o-----

NBC-New York, 6/27/57

NBC TRADE NEWS
A SERVICE OF RCA

June 26, 1957

TED MACK'S "ORIGINAL AMATEUR HOUR" RETURNS TO NBC TELEVISION IN MONDAY NIGHT TIME-SPOT; SPONSOR IS HAZEL BISHOP, INC.

Ted Mack's ORIGINAL AMATEUR HOUR, the nation's oldest amateur talent show which during its 23 years on the air, has given breaks to scores of talented newcomers who later rose to stardom, returns to NBC-TV Monday, July 1 (10-10:30 p.m., EDT).

The series will be sponsored by Hazel Bishop, Inc., for their full line of Hazel Bishop cosmetics. Raymond Spector Co., Inc., is the agency. The shows will be produced by Lewis Graham and directed by J. Robert Blum and Lloyd Marx.

The "Original Amateur Hour" will continue its familiar format of showcasing the best of talented performers of all types who are auditioned weekly. The winners on the telecasts are determined by votes tabulated both by phone calls and mail from viewers and are announced the following week. Three-time winners -- those contestants who receive the largest number of votes on three successive telecasts -- become eligible for the "Original Amateur Hour's" Annual Championship Finals held every year in New York's Madison Square Garden.

A salute to an American city, long a popular feature of the program, also will be continued.

(more)

Ted Mack, emcee of the program since it started on television in January, 1948, succeeded the late Major Bowes, who originated the "Original Amateur Hour" on radio in March, 1934. Mack is now in his 22nd year with the program, having started as Major Bowes' first assistant in the talent selection, production and direction of the famous "Major Bowes Original Amateur Hour." He and his staff have auditioned more than 875,000 hopeful amateurs from all over the world, with talents ranging from opera to novelty performers such as the man who did a tap-rhythm routine by hitting his teeth with his fingers, and the amateur who played a guitar with a kitchen knife.

During its career, the "Original Amateur Hour" has been noted for the talent it has introduced to the entertainment business. The program numbers among its "graduates" many famous names from varied fields. They include Frank Sinatra, Robert Merrill, Mimi Benzell, Teresa Brewer, Ray Malone, Paul Winchell (and Jerry Mahoney), Thelma Carpenter, Jack Carter and a host of others.

Mack's affable personality has relaxed and put at ease not only timid amateurs but many prominent guests who have appeared on the program. Industrialists, governors, congressmen, senators, educators, clergymen, mayors, former President Harry S. Truman, the late former Vice President Alben W. Barkley, and even a royal princess have visited the "Original Amateur Hour." The Princess of Greece, mother-in-law of England's Queen Elizabeth II, saw her first telecast as Ted Mack's studio guest.

-----o-----

NBC-New York, 6/26/57

NBC RADIO TO BROADCAST TALK BY VICE PRESIDENT NIXON

Vice President Richard M. Nixon's address at the annual convention of the National Education Association Wednesday, July 3 will be broadcast live from Philadelphia by NBC Radio from 10:05 to 10:30 p.m., EDT. His subject has not yet been announced.

ADDITIONS TO 'DOLLAR A SECOND' CREDITS:

EDITORS: Please add the following to the recently released credit sheet for NBC-TV's DOLLAR A SECOND program:

Hostess -- Pat White

Announcers -- Terry O'Sullivan and Tom Reddy

Associate Producer -- Bernie Martin

-----o-----

NBC-New York, 6/26/57

NBC RADIO NEWS

FIVE FINALISTS CHOOSE VACATION TRIPS AS AWARDS IN 'MOST BEAUTIFUL VOICE IN AMERICA' CONTEST

Vacation-time holds a new fascination for the five finalists taking their choices of trips as awards in NBC Radio's recently concluded "Most Beautiful Voice In America" contest.

Late in August Miss Irma Jean Gaertner of Los Angeles, first place winner in the contest, will take off from San Francisco on an 18-day Magicruise via Japan Air Lines to the Far East. She will visit Japan, Hong Kong, Macau, Bangkok and Hawaii.

The second place winner, Sgt. Robert D. Conrad of Kankakee, Ill., will follow his separation from the Army in late July with a two-week tour of the capital cities of Europe via Scandinavian Airlines. Third place winner, Mrs. Jane Engleman of Great Bend, Kansas, has chosen the 12-day Caribbean cruise aboard a Grace Line Cruiseship. A seven-day vacation in Hawaii via United Air Lines is the trip selected by fourth place winner Randall T. Ross of Reno, Nev. Fifth place winner Ken Sleds of Cleveland, Ohio, chose a 62-day safari to Africa on a Farrell Steamship Lines Flagship.

Thousands of entries were received in the nationwide search for the best speaking voice, sponsored by the National Broadcasting Company in cooperation with its affiliated radio stations.

-----o-----

NBC-New York, 6/26/57

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

June 25, 1957

GENERAL MOTORS TO INAUGURATE 50th ANNIVERSARY YEAR WITH 2-HOUR MUSICAL EXTRAVAGANZA IN COLOR ON NBC-TV NETWORK

DETROIT -- General Motors will inaugurate its 50th Anniversary Year with an impressive two-hour musical extravaganza on the NBC Television Network Sunday, Nov. 17, starring the greatest array of musical talent ever assembled for a single TV performance, it was announced today.

Staged in live color, the "General Motors Jubilee of American Music" from 9 to 11 p.m., EST, will recall a half-century of the most popular American tunes, many of them sung and played by the stars who made them famous.

"Our aim is to present an exciting cavalcade of the music all America knows -- music that Americans have sung, danced to and loved in the five decades from 1908 to 1958," said Harlow H. Curtice, President of General Motors.

"It should be not only two hours of the best in entertainment but a thrilling and memorable panorama of that period of American life in which GM has been favored with an opportunity to make an important contribution."

The GM Jubilee will originate in New York and Hollywood with the finest talent from those entertainment capitals.

General Motors was founded September 16, 1908.

-----o-----

NBC TRADE NEWS
A SERVICE OF RCA

June 25, 1957

BRILLO ORDERS ALTERNATE-WEEK QUARTER-HOUR OF 'BRIDE AND GROOM' AND RENEWS NBC SCHEDULES ON 'IT COULD BE YOU' AND 'MODERN ROMANCES'

The Brillo Manufacturing Company, Inc., has ordered an alternate-week quarter-hour segment of NBC-TV's new BRIDE AND GROOM program, which starts July 1, and has renewed its current advertising schedules on IT COULD BE YOU and MODERN ROMANCES, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

The purchases, all for 52 weeks, amount to more than $1,000,000 in gross billings and mark the second consecutive week that NBC-TV daytime business has exceeded $1,000,000.

The new order for "Bride and Groom" (to be telecast Monday through Friday, from 2:30-3 p.m., EDT) calls for Brillo to sponsor the second quarter-hour segment of the program on alternate Tuesdays starting Sept. 10. The renewals, also effective Sept. 10, will continue the advertiser's sponsorship of "It Could Be You" (Monday through Friday, 12:30-1 p.m., EDT) on alternate Tuesdays from 12:45-1 p.m. and the alternate Tuesday program of "Modern Romances" (Monday through Friday, 4:45-5 p.m., EDT).

The Brillo Manufacturing Co. is represented by the J. Walter Thompson Co. advertising agency.

-----o-----

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

NBC'S "ARTHUR MURRAY PARTY" COLORCASTS TO START SUMMER SEASON IN NEW MONDAY TIME-SPOT; BIG NAME GUESTS ON FIRST PROGRAM

George Jessel, Beatrice Lillie, Billy De Wolfe, Gertrude Berg, Paul Winchell and singer Mae Sagan will be highlighted when THE ARTHUR MURRAY PARTY starts its Summer season colorcasts Monday, July 1 (NBC, 9:30 p.m., EDT).

THE ARTHUR MURRAY PARTY will start its Summer season of NBC colorcasts Monday, July 1 (9:30-10 p.m., EDT). This is a new day and time-spot for the series previously scheduled Tuesday nights.

"The Arthur Murray Party" will be sponsored during the Summer by Bristol-Myers Company through the Young & Rubicam, Inc., advertising agency.

Kathryn Murray, wife of dance instructor Arthur Murray, continues to act as hostess for the color television party. The format still offers top-name guest stars, variety entertainment and dancing.

Weekly features include dancing by the Arthur Murray Dancers. Mrs. Murray not only serves as hostess for the TV dance party but also takes part in specialty bits.

A dance contest is another weekly feature. Top stars often compete against one another with their favorite dance steps.

-----o-----

NBC-New York, 6/25/57

NBC-TV NEWS

JOHN VAN DOREN, BROTHER OF 'TWENTY-ONE' QUIZ CHAMPION, WILL MAKE OWN TV DEBUT AS 'HIGH-LOW' PANELIST

John Van Doren, brother of "Twenty-One" quiz champion Charles, will make his own television debut on Thursday, July 4 as a panelist on NBC-TV's new HIGH-LOW quiz program (9:30 p.m., EDT). Three other panelists will be announced soon.

John, 28, resembles the soft-spoken Charles in speech, appearance and personality. He, too, is a college instructor, teaching American history at Brandeis University in Massachusetts. John and his wife, Mira live in Cornwall, Conn.

"I accepted the offer to become a panelist on "High-Low" with the approval and blessings of Charles," John said. "He has always been very much the 'older brother' to me, and suggested that I regard the job as an exciting adventure."

Charles' success in television (he won $129,000 on "Twenty-One") has had little effect on John's life. "I've become accustomed to being identified as my father's son or my uncle's nephew," he said. "Now I'm being identified as my brother's brother!"

-----o-----

NBC-New York, 6/25/57

NBC A SERVICE OF RCA

June 25, 1957

STAFF OF OUTSTANDING MOTION PICTURE DIRECTORS ASSIGNED TO TWO UNITS PRODUCING 20 FILMED TV 'CRISIS' DRAMAS

A staff of outstanding motion picture directors -- with extensive backgrounds in both TV and theatrical film production -- will be employed by the two units that will produce on film 20 of the 42 CRISIS suspense-mystery dramas (22 will be live), beginning on NBC-TV Monday, Sept. 30 (10-11 p.m., NYT).

The directors will be members of individual units headed by executive producers Alan Miller and Alfred Hitchcock and are the same men who have contributed to the effectiveness of "G-E Theatre," "Alfred Hitchcock Presents" and many other successful TV series.

The key directors who will draw assignments from both "Crisis" film units include:

JOHN BRAHM, a veteran of the motion picture industry who has directed many dramas for "Schlitz Playhouse," "Studio 57" and "G-E Theatre."

HERSCHEL DAUGHERTY, winner of the 1956 Screen Directors Guild Award as "Best TV Director."

(more)

ROBERT FLOREY, who has directed most of Hollywood's top stars, and filled assignments in nearly every major country of Europe and Asia, has among his many credits "Cocoanuts"(Marx Bros.), "Murders in the Rue Morgue" and "God is my Co-pilot."

JAMES NEILSON, directed Jimmy Stewart's recent motion picture "Night Passage."

ROBERT STEVENS, principal director for Mr. Hitchcock's first 39 "Alfred Hitchcock Presents," and producer-director for such mystery dramas as "Climax," "Suspense," "Justice" and "The Mask."

ROBERT STEVENSON, who earned a high rank in motion pictures ("Jane Eyre," "King Solomon's Mines," "To The Ends of the Earth," "Walk Softly, Stranger") before turning to television where he also won wide attention.

DON WEIS, known as a leading director of dialogue for films ("Body and Soul," "Champion," "Red Pony," "Home of the Brave") and who has directed television films for "Dear Phoebe," "Four Star Playhouse," "Lassie," and "Jane Wyman Theatre." He is the 1955 winner of the Screen Directors Guild Best Directors Award.

The senior director for the 22 live "Crisis" shows (to originate in New York) is Don Medford. S. Mark Smith is executive producer for the live shows.

-----o-----

NBC-New York, 6/25/57

NBC-TV TRADE NEWS

CREDITS FOR 'THE NAT KING COLE SHOW' ON NBC-TV

TIME:	Tuesdays, NBC-TV, 10-10:30 p.m., EDT
STARTING DATE:	July 2, 1957 (series to conclude Sept. 17, 1957.)
STAR:	Nat "King" Cole
CAST:	Cole, with Nelson Riddle and his orchestra, and the Randy Van Horne singers. Guests.
FORMAT:	Songs and piano-playing by Cole, backed by the orchestra and singers.
PRODUCER-DIRECTOR:	Bob Henry
POINT OF ORIGINATION:	Hollywood, Calif.

-----o-----

NBC-New York, 6/25/57

NBC TRADE NEWS
A SERVICE OF RCA

June 24, 1957

'HIGH-LOW,' QUIZ SHOW WITH JACK BARRY AS HOST, TO START ON NBC-TV IN THURSDAY TIME-SPOT; CONTESTANTS ON EACH SHOW WILL TRY TO EQUAL OR BETTER ANSWERS OF THREE PANELISTS

A new quiz program titled HIGH-LOW will have its premiere on NBC-TV Thursday, July 4 (9:30-10 p.m., EDT). Jack Barry will be host of the program, which was created by Barry and Enright -- same team that originated "Twenty-One" and "Tic Tac Dough," both seen on NBC with Barry as emcee.

The new program will have three contestants each week, and a panel of three. The panel will be chosen from a pool of six or seven.

The contestant will be introduced to the panel, and then will be put into a soundproof booth. A question will then be asked the panelists and the contestant. The answers will always be multiple. For instance they might be asked how many of Shakespeare's plays they can name. The three panelists will secretly list on their scoreboards how many parts they know of the answer. Say, for instance, one claims he can name 26 plays, one 17 and another 11.

(more)

Then the high number is 26. The contestant then is told that the high number is 26.

He has $500 to start with. If he thinks he can match the high answer, he chooses high and can triple his money. He is not told however what the low figure is, unless he says he would prefer to try for low in which case he can double his money. Then he is told. The panelist of high or low, which has been chosen, then is asked for his or her answer. The contestant cannot hear the answers. If the panelist gives the correct answer as promised, the contestant then has to match the answer.

In the case of the Shakespeare example, he would have to name 26 plays if he chose high, and only 11 if he chose low. However, if the panelist has claimed he can answer a number, say the 26 in this case and then fails and can name only 22, the contestant then has to name only 22. However, if he wishes, he may name 26 and win $1,000 for each answer over the panelist. If the contestant fails to answer the required 22, he is given 10 per cent of his money as a consolation prize. If he has won, he is asked to return the next week to decide if he will continue as a contestant.

After each of the three questions is completed, Jack Barry will engage the panelists in a discussion of the topic of the question.

This Barry and Enright production will be seen in the Summer time-spot of "The Ford Show," which will return to the air on Sept. 19.

-----o-----

NBC-New York, 6/24/57

NBC TRADE NEWS

STERLING DRUG RENEWS SPONSORSHIP SCHEDULE ON 'MODERN ROMANCES'

Sterling Drug, Inc., has renewed its sponsorship of NBC-TV's MODERN ROMANCES on Mondays and alternate Wednesdays and alternate Fridays for another 52 weeks, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

Sterling's renewal of the Monday segment is effective Aug. 5, the Wednesday segment Aug. 7 and the Friday segment Aug. 2. "Modern Romances" is telecast Monday-through-Friday from 4:45-5 p.m., EDT.

Dancer-Fitzgerald-Sample, Inc., is the advertising agency representing Sterling Drug.

-----o-----

NBC-New York, 6/24/57

'NBC NEWS' TO PRESENT NIGHTLY FILM REPORT ON COURT MARTIAL OF COL. NICKERSON

A direct film report on the court martial of Army Col. John C. Nickerson Jr., one of the nation's leading experts on guided and ballistics missiles, will be shown nightly on NBC NEWS with Chet Huntley and David Brinkley (NBC-TV, Mondays through Fridays, 7:45 to 8 p.m., EDT).

Col. Nickerson is charged with writing and distributing memorandums to several unauthorized persons last December, in which he opposed an order by Defense Secretary Wilson barring the Army from operational control of a 1,500-mile intermediate range missile. Operational control of the missile was given to the Air Force. According to the Army, Col. Nickerson distributed secret defense information which, if it had fallen into wrong hands, could have harmed the U.S.

The court martial begins Tuesday (June 25) at Red Stone Arsenal in Huntsville, Ala. Frank McGee of the NBC News-Washington staff is in Huntsville with a sound-and-film crew to cover the court martial for the 7:45 p.m. TV news program.

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

June 24, 1957

'LUX VIDEO' COLORCASTS CONTINUE THROUGH SUMMER WITH NEW DRAMAS;
KEN CARPENTER HAS HOST ROLE OF VACATIONING GORDON MacRAE

LUX VIDEO THEATRE will continue through the Summer on NBC-TV (Thursdays, 10 p.m., EDT, in color and black and white) presenting the finest in live dramatic entertainment.

Top Hollywood stars and the high quality production values which distinguished the series during the Winter will be prime ingredients of the Summer shows, according to executive producer Stanley Quinn.

There will be no repeat shows, only new stories never before presented on television. "Lux" story editor Richard McDonagh has obtained a number of original TV plays and stories selected for their potential appeal to the vast viewing audience of this colorcast series. Among the Summer shows will be love stories, mysteries and suspense dramas.

(more)

Earl Ebi will produce the series. David McDearmon, Norman Morgan and James Yarbrough will rotate their directorial assignments. Ken Carpenter will be host-announcer in place of Gordon MacRae who started his vacation following the "Lux Video Theatre" show of June 20. MacRae will return to the program in October.

Three original teleplays for the month of July have been announced. "Who Is Picasso?" an original story by Louis Pelletier, is set for Thursday, July 4. On July 11, the series will offer "The Softest Music," an original story by Robert Presness Jr., with TV adaptation by Charles Bennett; and on July 18, the colorcast will be "Summer Return," an original teleplay by Anne Howard Bailey.

-----o-----

NBC-New York, 6/24/57

13 'BLONDIE' EPISODES TO BE REPEATED DURING SUMMER

Thirteen filmed episodes of NBC-TV's BLONDIE series presented during the past season will be repeated during the Summer months starting Friday, July 5 through Sept. 27 (8-8:30 p.m., EDT).

Arthur Lake as the unpredictable Dagwood Bumstead and Pamela Britton as Blondie, are the co-stars. Others in the cast include Hal Peary as the scheming Bumstead neighbor, Herb Woodley; Florenz Ames as Dagwood's omnipresent boss, J.C. Dithers; Stuffy Singer and Ann Barnes as the young Bumsteads, Alexander and Cookie; Daisy and her five pups; Lela Bliss as Mrs. Dithers, Hollis Irving as Mrs. Woodley, and Lucien Littlefield as Mr. Beasley, the mailman.

During the July 5 telecast, "The Feud," Dagwood and Herb Woodley discover each has tools belonging to the other. An argument ensues and they delcare "war" on each other, engaging in boyish pranks. Titles and dates for the remainder of the schedule are: July 12 -- "The Other Woman." July 19 -- "Husbands Once Removed." July 26 -- "Quiz Show." Aug. 2 -- "Breadwinner." Aug. 9 -- "Glamour Girl." Aug. 16 -- "Rummage Sale." Aug. 23 -- "Deception." Aug. 30 -- "Puppy Love." Sept. 6 -- "Blondie's Double." Sept. 13 -- "The Spy." Sept. 20 -- "Cupid's Question Column." Sept. 27 -- "The Tramp."

"Blondie" is a King Features Syndicate feature created by cartoonist Chic Young. The Summer series will continue under the alternate sponsorship of Bobbi Pin-Curl Permanent and Pamper Shampoo (starting July 5) through the Tatham-Laird agency, and the Nestle Co. (starting July 12) through Bryan Houston, Inc.

-----o-----

NBC-New York, 6/24/57

NBC-TV NEWS

FRANK PARKER JOINS 'MASQUERADE PARTY' PANEL

Frank Parker has been added to the panel of MASQUERADE PARTY, joining Ilka Chase, Betsy Palmer and Johnny Johnston on the weekly NBC show (Wednesdays, 8 p.m., EDT), of which Eddie Bracken is moderator.

Parker recently was named co-host with Bob Paige of NBC-TV's "Bride and Groom," beginning Monday, July 1 (Monday through Friday, 2:30 p.m., EDT). He has performed in many phases of showbusiness since he started his professional career as a dancer in the Broadway musical "Little Nellie Kelly." He has been an announcer, singer, dramatic actor and program host. On radio he worked with Jack Benny, Fred Allen, Ben Bernie, Eddie Cantor, Bob Hope and Burns and Allen. He sang opera, making his debut in 1938 with the Chicago Opera Company. In 1950 he joined the "Arthur Godfrey Show." Six years later he left it of his own accord to make guest appearances on many of television's top variety programs.

As a panelist on "Masquerade Party," Frank will try to discover the identity of celebrities who appear on the program in disguise.

-----o-----

NBC-New York, 6/24/57

NBC TRADE NEWS
A SERVICE OF RCA

June 21, 1957

SELECTED REPEAT SHOWS SET BY 'THIS IS YOUR LIFE'
FOR SUMMER TELECASTS BEGINNING JUNE 26

Thirteen weeks of selected repeat showings of Ralph Edwards' NBC-TV show THIS IS YOUR LIFE (Wednesdays, 10 p.m., EDT) will begin on Wednesday, June 26. The subject of the first Summer series telecast will be Tennessee Ernie Ford.

The programs are chosen from the "surprise" guest list of the past season, based on response expressed by the viewing audience. The complete guest roster and dates of the repeat shows follow: June 26 -- Tennessee Ernie Ford; July 3 -- Lawrence Welk; July 10 -- Jack Dempsey; July 17 -- Tommy Sands; July 24 -- Maureen O'Hara; July 31 -- Buster Keaton; Aug. 7 -- Col. Dean Hess; Aug. 14 -- Minnie Pearl; Aug. 21 -- Ted Husing; Aug. 28 -- Lou Costello; Sept. 4 -- Red Nichols; Sept. 11 -- Dr. Lee De Forest; Sept. 18 -- Myrna Loy.

"This Is Your Life" is sponsored by the Procter and Gamble Co. through the Benton and Bowles advertising agency. The program will be resumed on a live basis on Sept. 25.

-----o-----

NBC TELEVISION NEWS
A SERVICE OF RCA

June 21, 1957

AL COLLINS NAMED HOST OF "TONIGHT!"

Al Collins, New York radio personality, has been named to take over as host of NBC-TV's TONIGHT! beginning Monday, June 24 (Mondays through Fridays, 11:15 p.m. to 1 a.m., EDT). Collins has appeared occasionally on the "Tonight!" show during the past few months.

Collins currently is host of a daily recorded music program on WRCA in New York. He is a native New Yorker but has worked throughout the country on various radio stations.

He attended the University of Miami and worked on station WIOD there. He has also served as announcer and disc jockey on stations in Chicago, Salt Lake City, Huntington, W. Va., and New Kensington, Pa. Collins started his New York radio work in 1950.

He is married to the former Shirley Hoskins and they live in Greenwich Village. His interests -- outside music -- include photography and sports cars.

The current "Tonight!" series concludes Friday, July 26. Comedian Jack Paar will star as permanent host of an entirely new version (with the same title) beginning Monday, July 29.

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

NBC COLOR TELECAST SCHEDULE
June 30-July 6

Sunday, June 30

9-10 p.m. -- GOODYEAR PLAYHOUSE -- "Legacy," starring Melvyn Douglas, Philip Abbott, Roland Winters, June Dayton, and featuring Sally Chamberlin.

Monday, July 1

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "Too Much Johnson."

9:30-10 p.m. -- THE ARTHUR MURRAY PARTY -- Starring Kathryn Murray.

Tuesday, July 2

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "Money In The Bank."

Wednesday, July 3

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "But When She Was Bad."

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "The Long Flight," by De Witt Copp; starring James Gregory and George Peppard; with Loren Tindall, Frank Marth, Ward Costello and Bernard Kates.

(more)

Thursday, July 4

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "The Last Voyage."

10-11 p.m. -- LUX VIDEO THEATRE -- "Who Is Picasso?", starring Marilyn Erskine, Steve Dunne, Hugh Marlowe and K.T. Stevens.

Friday, July 5

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "The Price of Scandal."

Saturday, July 6

8-9 p.m. -- THE JULIUS LA ROSA SHOW -- With Stubby Kaye, Bobby Van, Fontane Sisters and the Piero Brothers.

THE FOLLOWING WILL APPEAR ON WRCA-TV ONLY:

Monday - Friday	July 1-5	10:38-10:43 a.m. -- WRCA-TV WINDOW.
Saturday	July 6	11-11:15 p.m. -- SAVARIN NEWS.

-----o-----

NBC-New York, 6/21/57

NBC TRADE NEWS

CREDITS FOR 'OUTLOOK' ON NBC-TV

TIME:	Sundays, 5:30-6 p.m., EDT.
FORMAT:	Background-to-the-news program, live and on film, plus off-beat features on interesting persons and places.
EDITOR-COMMENTATOR:	Chet Huntley
PRODUCER:	Reuven Frank
DIRECTORS:	Jack Sughrue, Jim Kitchell
ASSOCIATE DIRECTOR:	Charles Sieg
WRITERS:	Eliot Frankel, Arthur Hepner, William Hill.
ASSOCIATED IN PRODUCTION:	George Murray, Ann Kramer
UNIT MANAGER:	Nick Stanford
TECHNICAL DIRECTOR:	Jack Irving
PREMIERE DATE:	April 1, 1956
ORIGINATION:	New York, Washington.
NBC PRESS REPRESENTATIVE:	Joe Ryan (New York)

-----o-----

NBC-New York, 6/21/57

HUGH DOWNS AND JUNE LOCKHART TO REPLACE VACATIONING McCRARYS

Hugh Downs and June Lockhart will replace Tex and Jinx McCrary as host and hostess of NBC-TV's TEX AND JINX SHOW (Monday through Friday, 1 p.m., EDT) during their vacation July 8 through Aug. 2.

Downs is "the man about Home" on NBC-TV's "Home" show and Miss Lockhart is a prominent TV and movie actress. They will conduct interviews with guest celebrities. The McCrarys will return to the program Monday, Aug. 5.

-----o-----

JAPANESE AMBASSADOR TO U.S. WILL 'MEET THE PRESS'

With international attention focused on the issue of jurisdiction for trial of Army specialist 3-C William S. Girard, and the official visit of the Japanese premier to the U.S., MEET THE PRESS will interview Koichiro Asakai, Japanese ambassador to the U.S., Sunday, June 30 (NBC-TV, 6-6:30 p.m., EDT; and NBC Radio as part of "Monitor," 6:35-7 p.m., EDT).

The ambassador will be interviewed by May Craig of the Portland (Maine) Press-Herald, William J. Theis of the International News Service, Marquis Childs of the St. Louis Post-Dispatch, and Lawrence Spivak, "Meet The Press" producer and permanent panel member. Ned Brooks will moderate. The program will originate in Washington, D.C.

-----o-----

NBC-New York, 6/21/57

INDIAN COMMUNITY COUNCIL SENDS RESOLUTION OF PRAISE TO 'WIDE WIDE WORLD' FOR TELECAST ON 'AMERICAN INDIAN'

NBC-TV's WIDE WIDE WORLD is the recipient of a formal resolution of praise and thanks tendered by the Gila River Pima-Maricopa Indian Community Council as a result of the program devoted to "The American Indian -- Between Two Worlds" on Sunday, May 26.

The council, in a document interlaced with "whereases" and "therefores" expressed "heartfelt appreciation for bringing our water question before the public" and sent its wishes for many more successful years to "Wide Wide World," NBC, and the sponsoring General Motors Corporation.

-----o-----

FRANKIE LAINE GUEST ON FIRST OF NAT "KING" COLE'S TUESDAY HALF-HOURS

Vocal star Frankie Laine will be guest on the premiere of the half-hour NAT "KING" COLE SHOW Tuesday, July 2 (NBC-TV, 10 p.m., EDT). Cole and Laine will join forces on the show to give their musical impressions of TV singers and programs. Bob Henry is producer-director of the program. (NOTE TO EDITORS: Please note new Tuesday time-spot for the series that was originally announced for Monday nights.)

-----o-----

NBC-New York, 6/21/57

NBC TRADE NEWS
A SERVICE OF RCA

June 20, 1957

"GEORGIA GIBBS' MILLION RECORD SHOW" GETS MONDAY NIGHT QUARTER-HOUR TIME-SPOT ON NBC-TV FOR SUMMER WEEKS

Georgia Gibbs, popular RCA Victor recording star, and nightclub singer, will start a program to be titled GEORGIA GIBBS' MILLION RECORD SHOW Monday, July 1 (NBC-TV, 7:30-7:45 p.m., EDT). The quarter-hour program, which will be seen every Monday evening through Sept. 2, will feature each week two songs that have sold over a million records.

Georgia also will have guests on each show to help her salute the music industry's big hits. On the opening program she will welcome The Lane Brothers, singing group. In addition to being hostess on the show, Georgia will sing several songs. She will do not only the record hits, but other popular numbers of yesterday and today.

The program will be produced and directed by Tom Naud. Eddie Safranski will direct the orchestra and Bill Welch will be the writer.

-----o-----

NBC
MATINEE
THEATER

June 20, 1957

JOHN CONTE, 'NBC MATINEE THEATER' HOST, ENTERS HOSPITAL FOR APPENDECTOMY; HIS WIFE RUTH SUBS ON SHOW

John Conte, host of NBC MATINEE THEATER has entered Cedars of Lebanon Hospital in Hollywood for an appendectomy. During his absence from the show starting today (June 20), his place will be filled by his actress wife Ruth Conte. Conte is expected to be away from the show only until the latter part of next week.

("NBC Matinee Theater" is presented Mondays through Fridays, 3-4 p.m., EDT, in color and black and white.)

-----o-----

NBC TRADE NEWS

CHET HUNTLEY AND DAVID BRINKLEY TO NARRATE "EDUCATION'S OUTLOOK" AT CONVENTION OF NATIONAL EDUCATION ASSOCIATION

NBC news commentators Chet Huntley and David Brinkley have accepted the invitation of the National Education Association to narrate the NEA's special Centennial Convention feature, "Education's Outlook."

"Education's Outlook" will be an adaptation of NBC-TV's OUTLOOK, of which Huntley is editor-commentator and Brinkley commentator. About 2,000 leaders in education will attend the special presentation, which will include kinescope highlights of "outstanding network television programs which have focused attention on dramatic and significant moments in or related to the classroom."

This education session will be held at Philadelphia's Bellevue-Stratford Hotel Wednesday, July 3 at 2:30 p.m., EDT (not a broadcast). More than 20,000 of the nation's educators are expected to attend the Philadelphia convention, June 30 to July 5.

-----o-----

NBC-New York, 6/20/57

NBC TELEVISION NEWS
A SERVICE OF RCA

June 20, 1957

TOP NAMES TO APPEAR WITH MICKEY ROONEY IN NBC'S MUSICAL "PINOCCHIO"; CAST HAS WALTER SLEZAK, FRAN ALLISON, STUBBY KAYE, JERRY COLONNA, MARTYN GREEN, MATA AND HARI; TELECAST SET FOR SUNDAY, OCT. 13

Seven more stars have been signed to appear with Mickey Rooney in the title role of the 60-minute special musical telecast of the children's classic PINOCCHIO, Sunday, Oct. 13 (NBC-TV, 6:30-7:30 p.m., EDT).

They are Walter Slezak as Papa Gepetto, Fran Allison as the Blue-Haired Fairy Queen, Stubby Kaye as the Town Crier, Jerry Colonna as the Jolly Coachman, Martyn Green as the Cat, and Mata and Hari as the Marionettes and also as dancers in an underseas ballet.

C. Collodi's story about a wooden puppet turned into a living toy, will be set to music by Alec Wilder, composer of the ballet "Juke Box" and such songs as "It's So Peaceful in the Country," "Soft as Spring," "At the Swing Shift Ball" and "I'll Be Around." William Engvik will write the lyrics and Hanya Holm will create the choreography.

This is a Talent Associates Production, created and staged by Yasha Frank, who produced a musical "Pinocchio" which ran 150 performances on Broadway in 1939. David Susskind is executive producer with Herb Moss as producer, Michael Abbott as associate producer, Paul Bogart as TV director, Sam Leve as set designer and Noel Taylor as costume designer.

-----o-----

NBC TRADE NEWS

A SERVICE OF RCA

June 19, 1957

MORE THAN 3,600 ONE-MINUTE ANNOUNCEMENTS (VALUED AT $9,000,000) BROADCAST ON NBC-TV AND RADIO FOR 100 DIFFERENT PUBLIC SERVICE PROJECTS IN 1956; TOTALS ARE IN ADDITION TO SPECIAL PROGRAMS

More than 3,600 one-minute announcements on behalf of more than 100 different public service projects were broadcast by the National Broadcasting Company during 1956.

Of these announcements, more than 1,000 were on television and 2,600 were on radio. Together, they created some 12 billion viewer and listener impressions, which would have cost nine million dollars if the sponsoring agencies were to have paid for them.

These figures include only one-minute announcements. They do not include the special programs scheduled by NBC, such as "The Hero Hour" simulcast on behalf of the Red Cross relief for the Hungarian people; the public service announcements scheduled by advertisers on their NBC facilities, or the many personal appeals made by radio and television personalities on their individual programs.

The fund-raising drives supported by NBC in 1956 ranged, alphabetically, from the American Diabetes Association to the United Negro College Fund, while public service drives ranged from ACTION (American Council to Improve Our Neighborhoods) to a campaign in behalf of Veterans Day.

-----o-----

NBC TRADE NEWS
A SERVICE OF RCA

June 19, 1957

'ACTION TONIGHT,' FILMED SUSPENSE SERIES, TAKES SUMMER TIME-SPOT OF 'TALES OF WELLS FARGO' ON NBC-TV

ACTION TONIGHT, a dramatic, suspense-filled film series featuring such noted actors as Everett Sloane and Ralph Bellamy will be presented by NBC-TV from July 15 through Sept. 2 in the Summer time-spot of "Tales of Wells Fargo" (Mondays, 8:30 to 9 p.m., EDT).

The schedule of films follows:

July 15, "Night Drive" with Everett Sloane; July 22, "Woman on the Bus"; July 29, "The Enchanted"; Aug. 5, "Unblushing Bride"; Aug. 12, "My Son Is Gone"; Aug. 19, "The Payoff" with Ralph Bellamy; Aug. 26, "Sometimes You Break Even"; Sept. 2, "Crackdown."

The American Tobacco Company will sponsor "Action Tonight" on alternate weeks for Pall Mall Cigarettes, through the advertising agency of Sullivan, Stauffer, Colwell and Bayles.

A SERVICE OF RCA

June 19, 1957

NBC NEWS SENDS REPORTER-CAMERAMAN TEAM ABROAD TO LEARN 'WHAT PEOPLE OF WORLD REALLY THINK OF U.S.'

"What do the people of the world really think of the U.S.?"

To obtain the answer to this question, NBC News is sending a reporter-cameraman team to 10 major cities in Europe, the Middle East and Far East. Joe Michaels, NBC-TV "Today" reporter, and staff cameraman Simon Avnet will record on sound and film the opinions of average citizens in London, Paris, Frankfurt, Belgrade, Cairo, Istanbul, Calcutta, Hong Kong, Taipei and Tokyo.

"The opinions of the common man, and the factors motivating these opinions, best represent a foreign nation's views," said William R. McAndrew, Director of NBC News. "The views of the chiefs of state are well known through official pronouncements. It is the opinions of the masses that haven't been heard."

Michaels and Avnet left today and will return to New York, Thursday, July 25. They will provide man-in-the-street interviews for NBC-TV, and for NBC Radio Network shows "Nightline," "News of the World," "News on the Hour" and "World News Roundup." Beginning the week of July 1, NBC-TV's "Today" plans to present two of these features a week.

On Sunday, Aug. 4 at 5:30 p.m., EDT, a special half-hour television program will be devoted to a digest of the interviews presented on "Today," plus interviews not previously shown.

-----o-----

NBC TRADE NEWS
A SERVICE OF RCA

June 19, 1957

NBC'S MATTHEW J. CULLIGAN ANNOUNCES COMPREHENSIVE PLAN
FOR EVALUATING PROGRAM CONTENT OF NETWORK RADIO

A comprehensive plan for scientifically evaluating the program content of network radio was announced today by Matthew J. Culligan, Vice President in charge of the NBC Radio Network.

"Now that the framework of the NBC Radio Network program schedule has been established in its permanent form -- featuring fun and music during the morning, stories in the afternoon, 'Nightline' in the evening, 'Monitor' on the weekend and 'News on the Hour' throughout the week -- all our efforts will be directed at refining and improving these elements," Mr. Culligan said. "NBC Radio is working with the Market Research Corporation of America and its home consumer panel to determine how we can best provide what the listening public wants."

The initial study in the evaluation plan was a survey of 1,000 radio homes to determine the relative popularity of various parts of NBC Radio's "Nightline" program, which is heard Tuesday, Wednesday and Thursday, 8:30-9 and 9:05-10 a.m., EDT. A total of 67 per cent of the people questioned were enthusiastic about the

(more)

program. Among the best-liked features were the interviews, instrumental and vocal music and news reports.

The survey also showed that "Nightline" had a larger share of audience than its rival programs on competing networks.

Mr. Culligan said that the content of the morning fun and music programs -- "Truth or Consequences" and "NBC Bandstand" -- and the afternoon story line-up, including "True Confessions," "Woman in My House," "Five Star Matinee," "Hilltop House" and "Pepper Young's Family" -- as well as the other elements in the network's framework of radio programming -- will be the subjects of a continuing series of studies.

-----o-----

NBC-New York, 6/19/57

NBC TELEVISION NEWS
A SERVICE OF RCA

June 19, 1957

NBC'S EDUCATIONAL TV PROJECT GAVE MANY MIDWESTERNERS "ACCESS" TO EMINENT "MINDS AND TALENTS," SAYS U. OF NEBRASKA HEAD

NBC's Educational Television Project, undertaken in co-operation with the Educational Television and Radio Center at Ann Arbor, Mich., is credited with the fact that "a significant number of Midwesterners have had a unique opportunity to view leading scientists, men of letters and national figures in programs designed especially to impart information."

This view was expressed in a letter of commendation to Robert W. Sarnoff, President of NBC, from Clifford M. Hardin, Chancellor of the University of Nebraska, which operates educational station KUON-TV at Lincoln.

"Many Nebraskans would have had no other access to such minds and talents had not a national network and an educational program service dared to step so boldly forth," Mr. Hardin said. "Such a meaningful and progressive step serves again to illustrate the pathfinder quality so indicative of NBC."

Speaking of the first 13-week cycle, just completed, Mr. Hardin said: "The five series have been especially meaningful to us. They have meant live network programming of an informational and cultural nature to the many Nebraskans within range of our University educational station KUON-TV..... You and the Educational

(more)

Television and Radio Center, which played an important role as well, are to be commended indeed. We here in Nebraska look forward with anticipation to the second series which, I understand, is to begin this Fall."

Under its plan to provide the first live programming ever to be produced exclusively for educational TV stations on a nation-wide basis, NBC presented weekly programs devoted to American literature, world geography, mathematics, American government and music. NBC transmitted the five programs live from New York to the educational stations over its regular network facilities, from 6:30 to 7 p.m., NYT, Monday through Friday, for 13 weeks, starting March 11.

-----o-----

NBC-New York, 6/19/57

CREDITS FOR 'BRIDE AND GROOM' ON NBC-TV

TIME:	Mondays through Fridays, 2:30-3 p.m., EDT.
PREMIERE DATE: (THIS SERIES)	July 1, 1957
CO-HOSTS:	Frank Parker and Bob Paige
FORMAT:	Couples are married during actual wedding ceremonies on the show. Co-hosts interview them, present them with a free honeymoon and gifts. A reception is also held. Special "surprise" guests attend. Show originates live from chapel-studio 8-H, NBC New York, or from appropriate remote locations.
NBC PRODUCER:	Roger Gimbel
PACKAGER-PRODUCER:	John Reddy
DIRECTOR:	Dick Schneider
ASSOCIATE PRODUCER:	Tom Cochran
ASSOCIATE DIRECTOR:	Marsha Kuiper
MUSIC DIRECTOR:	Paul Taubman
SCENIC DESIGNER:	Jan Scott
UNIT MANAGER:	Jack Kennedy
TECHNICAL DIRECTOR:	Walt Miller
WRITERS:	Jack Wilson, Bob Cenedella and Beryl Pfizer
HARPIST:	Annette Vito

(more)

SPONSORS (AND AGENCIES):	The Toni Co. (North Advertising, Inc.); starting Oct. 3, 1957, Miles Laboratories, Inc.(Geoffrey Wade Advertising Co., Inc.); starting Oct. 10, 1957, Alberto-Culver Co. (Geoffrey Wade Advertising Co., Inc.); and starting Oct. 11, 1957, the Mentholatum Co. (J. Walter Thompson Co.).
ORIGINATION:	Live, from NBC studios, New York, and remote locations.
ORIGINAL NBC-TV BOOKING:	Nov. 30, 1953 - Aug. 27, 1954.
NBC PRESS CONTACT:	Joe Mehan (New York)

-----o-----

NBC-New York, 6/19/57

"TEX AND JINX SHOW" TO FEATURE FAYE EMERSON, MARY MARGARET McBRIDE IN DISCUSSION OF WOMEN'S SERVICE SHOWS ON TELEVISION

Faye Emerson will join Mary Margaret McBride and Jinx Falkenburg McCrary in a discussion of women's service shows on television on the TEX AND JINX SHOW Friday, June 21 (NBC-TV, 1-1:30 p.m., EDT).

Both Miss Emerson and Miss McBride have in past years been associated with women's service programs of their own.

Discussion of a topical subject with Mary Margaret McBride and a visiting personality is a regular Friday feature of the "Tex and Jinx Show" which is seen Mondays through Fridays over NBC-TV.

-----o-----

JACK LESCOULIE TO BE HOST OF "TODAY" DURING DAVE GARROWAY'S VACATION

There'll be a homecoming on NBC-TV's TODAY Monday, June 24 (7-10 a.m., EDT). That's the day Jack Lescoulie takes over the reins of the early morning show for seven weeks while regular host Dave Garroway vacations.

Lescoulie helped initiate "Today" when the show went on the air five years ago. When Garroway returns, Lescoulie will remain with the show as a regular member of the cast.

-----o-----

NBC-New York, 6/19/57

NBC TRADE NEWS
A SERVICE OF RCA

June 18, 1957

MENTHOLATUM CO. AND STAR-KIST FOODS ORDER SCHEDULES TOTALING $1,500,000 IN GROSS BILLINGS ON FIVE NBC-TV DAYTIME PROGRAMS

The Mentholatum Company and Star-Kist Foods, Inc., have ordered advertising schedules on five NBC-TV daytime programs totaling $1,500,000 in gross billings, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

The new Mentholatum order calls for the advertiser to sponsor the second quarter-hour segments of "The Price Is Right" (Monday-through-Friday, 11-11:30 a.m., EDT), "Bride and Groom" (Monday-through-Friday, 2:30-3 p.m., EDT, starting July 1) and "Comedy Time" (Monday-through-Friday, 5-5:30 p.m., EDT) on alternate Fridays over a 26-week period starting Oct. 11. Mentholatum also will sponsor the second quarter-hour of "The Price Is Right" and the first 15-minute period of "Queen for a Day" (Monday-through-Friday, 4-4:45 p.m., EDT) on alternate Mondays over a 26-week period starting Oct. 14.

Star-Kist Foods, Inc., will sponsor the first quarter-hour segment of "Tic Tac Dough" (Monday-through-Friday, 12 noon-12:30 p.m., EDT) on alternate Fridays over a 13-week period starting August 16.

The J. Walter Thompson Company is the advertising agency for the Mentholatum Company and the Honig-Cooper Company represents Star-Kist Foods.

-----o-----

NBC TRADE NEWS

A SERVICE OF RCA

June 18, 1957

THREE-QUARTER SELLOUT ANNOUNCED FOR NCAA BIG TEN REGIONAL FOOTBALL GAMES ON NBC-TV; EASTERN AND PACIFIC REGIONAL GAMES HALF SOLD OUT

The four NCAA Big Ten Conference football games to be telecast regionally by NBC-TV this Fall are three-quarters sold out and the Eastern and Pacific Coast regional games are one-half sold, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

The American Machine and Foundry Company and the Sunbeam Corporation will each sponsor one-quarter of the four games to be presented in each of the three regions. In addition, Philip Morris, Inc. for its Marlboro cigarettes, will sponsor one-fourth of the Big Ten regional games.

The dates for the regional telecasts, all Saturdays, are: Oct. 12, Oct. 26, Nov. 9 and Nov. 23. The games in all three sections will be selected as the season progresses to assure the best possible attractions.

The national football telecasts on eight other Saturdays and the three-game, split network Thanksgiving Day presentation also included on NBC-TV's extensive collegiate football schedule for 1957 are already three-quarters sold, as announced earlier.

Fletcher D. Richards, Inc., is the agency for American Machine and Foundry; the Perrin-Paus Company represents Sunbeam, and the Leo Burnett Company, Inc, is the agency for Philip Morris.

-----o-----

NBC TELEVISION NEWS
A SERVICE OF RCA

June 18, 1957

THE LITTLE RED SCHOOLHOUSE WAS NEVER LIKE THIS: A REPORT ON THE FIRST CYCLE OF NBC EDUCATIONAL TELEVISION PROJECT

The little red schoolhouse was never like this.

The Vice President of the United States spent half an hour talking about his job. The Speaker of the House, a U.S. Senator and an Associate Justice of the Supreme Court spoke about theirs. Stage and film stars read from landmarks in the nation's literature. Leading mathematicians, geographers and writers discoursed on their specialties. Singing actors performed scenes from operatic masterworks.

These were among the participants in the just-completed first cycle of NBC Educational Television Project programs, produced in cooperation with the Educational Television and Radio Center, at Ann Arbor, Mich. Providing the first live programming ever to be produced expressly for educational TV stations on a nationwide basis, NBC offered weekly programs devoted to American literature, world geography, mathematics, American government, and music. (Come Fall, there will be a second 13-week cycle.)

For 13 weeks, from March to June, NBC sent out the five programs live from New York to the educational TV stations over its regular network facilities, from 6:30 to 7 p.m., EDT, Monday through

(more)

Friday. In addition to these ETV stations -- for which the programs were primarily designed -- the programs have found an additional outlet. Thirteen NBC affiliated stations are telecasting (by kinescope recording) -- or are about to telecast -- some or all of the programs. The stations: WRCA-TV, New York; WRCA-TV, Philadelphia; WRC-TV, Washington, D.C.; WNBC, Hartford, Conn.; WBUF, Buffalo, N.Y.; KRCA, Los Angeles; WJAC-TV, Johnstown, Pa.; WJAR-TV, Providence, R.I.; WFAA-TV, Dallas, Tex.; WBRZ, Baton Rouge, La.; WRGB, Schenectady, N.Y.; KARD-TV, Wichita, Kans,; KYW-TV, Cleveland, O.

The 65-telecast series ranged in subject matter from automatic computers to Wagnerian opera, treating along the way such themes as puzzles, paradoxes, infinity, probability, calculus, bureaucracy, the budget, opera buffa, the great American novel, and Africa today.

Though the programs did not bypass experiment, experiment for its own sake did not intrude upon the larger objective: to inform.

Offering a weekly view of "The American Scene: through the Eyes of Its Writers," Dr. Albert D. Van Nostrand of Brown University made use of direct lecture, reading of excerpts from appropriate literature by professional actors, and discussion with an author who was one of the representatives of the general area being considered.

In "Geography for Decision," Albert E. Burke of Yale University put a good deal of emphasis on visual material (such as a huge inflated rubber globe) to assist him in developing what was essentially a lecture, and he had, in addition, the help of distinguished guests who are specialists in the field being explored.

(more)

In "Mathematics," conducted by James R. Newman, editor of "The World of Mathematics," emphasis was placed on exploring the wide range of interest inherent in the subject. Some of America's leading mathematicians were introduced to the audience. Each session had a different teacher who, with the aid of charts, graphs and other visual aids, presented a lecture.

Theatrical and musical values for their own sake were the central concern of the "Highlights of Opera History" series. The host was Jay Harrison, music editor of the New York Herald Tribune, and his format was the lecture, supported by enactment of scenes with singers from the NBC Opera Company.

For "The American Government and the Pursuit of Happiness," the weekly program conducted by Dr. Elmer E. Schattschneider of Wesleyan University, the nation's capital was the origination point on most occasions. The style was essentially that of the interview, set in a locale appropriate to guest and subject. The discussion of the Supreme Court, for instance, with Associate Justice Harold Burton came from his office in the Old Supreme Court Chamber.

Here is "Who's Who" of participants in the Project's five programs:

"The American Government and the Pursuit of Happiness": Vice President Richard M. Nixon; Senator J.W. Fulbright of Arkansas; Associate Justice Harold Burton of the U.S. Supreme Court; Speaker of the House Sam Rayburn; Sherman Adams, Assistant to the President; Frank W. McCulloch, administrative assistant to Senator Paul Douglas; Robert A. Wallace, staff director, Senate Banking and Currency Committee; John W. Macy Jr., executive director, Civil Service Commission; Dr. Richard Neustadt, assistant professor of government,

(more)

Columbia University; Dr. Stephen K. Bailey, director of the Graduate Program of the Woodrow Wilson School of Public and International Affairs, Princeton University; Dr. Julian Hartt, chairman, Department of Religion, Yale College; Dr. Frederick C. Mosher, professor of political science, Syracuse University.

"The American Scene: through the Eyes of Its Writers": Authors John Dos Passos, Walter D. Edmonds, Walter Van Tilburg Clark, William H. Whyte Jr., Erskine Caldwell, Russell Lynes, Van Wyck Brooks, Anton Myrer, Herbert Kubly, Eudora Welty, Robert Paul Smith. Also actors and actresses Julie Harris, Ed Begley, James Daly, Robert Preston, Burgess Meredith, Biff McGuire, Alexander Scourby, Henry Hull, Jean Seberg, Nelson Olmsted, Roddy McDowall, Jason Robards Jr., Lois Smith.

"The World of Mathematics": Dr. Karl Menger, Illinois Institute of Technology; Dr. Richard Sutton, Case Institute, Cleveland Dr. Allen Astin, director, National Bureau of Standards; Dr. George Gamow, University of Colorado; Dr. Morris Kline, Institute of Mathematical Sciences, New York University; Dr. Claude E. Shannon, Massachusetts Institute of Technology; Dr. Mina Rees, dean of the faculty, Hunter College, New York City; Dr. Ernest Nagel, professor of philosophy, Columbia University; Dr. Edward Condon, Washington University of St. Louis; A. Hyatt Mayor, curator of prints, Metropolitan Museum of Art, New York City; Dr. Philip Morse, professor of physics, Massachusetts Institute of Technology; John A. Kessler, executive officer, MIT Acoustics Laboratory; Dr. Warren M. Hirsch, professor of mathematics, New York University; Dr. Howard Levene,

(more)

professor, department of mathematical statistics and zoology, Columbia University; Dr. John L. Landgraf, anthropologist, New York University; Dr. Irving Allen Dodes, chairman, Department of Mathematics, Bronx High School of Commerce, New York City.

"Geography for Decision": Dr. Lin Yutang, author and philosopher; Santha Rama Rau, Indian author; Dr. Charles Issawi, associate professor of Near and Middle Eastern Economics, Columbia University; Dr. Kirtley F. Mather, professor of geology emeritus, Harvard University; Dr. Robert Strausz-Hupe, director of the University of Pennsylvania's Foreign Policy Research Institute; Dr. Charles Kellog, administrative assistant, Soil Conservation Service, U.S. Department of Agriculture; Mr. T. Shimanouchi, first secretary, Embassy of Japan; Dr. Philip Hitti, former chairman, Department of Oriental Languages and Literature, Princeton University; Dr. Johann Kaufmann, counselor of the permanent mission of the Netherlands to the U.N.; Dr. William O. Brown, director, African Research and Studies Program, Boston University; Dr. Edward Franklin Frazier, sociologist, Howard University; Dr. Emory Ross, president, Institute of African-American Relations; Earl Parker Hanson, geographer, author and explorer, chairman of the Department of Geography, University of Delaware; Dr. Philip H. Coombs, director of research and secretary of the Fund for the Advancement of Education of the Ford Foundation.

"Highlights of Opera History": Earle Hyman, actor; Nancy Wickwire, actress; Daniel Nagrin and Ethel Winter, dancers; Sylvia Stahlman, Marguerite Willauer, Adele Addison, Adelaide Bishop, Judith

(more)

Raskin, Maria Di Gerlando, Helen George, sopranos; Rosemary Kuhlmann, Regina Sarfaty, Laura Castellano, mezzo-sopranos; James McCracken, Frank Porretta, John McCollum, Peter Binder, Davis Cunningham, Richard Cassily, John Alexander, tenors; Mac Morgan, Mark Elyn, Hugh Thompson, Baritones; Norman Atkins, bass-baritone; Kenneth Smith, Chester Watson, Emile Renan, basses.

-----o-----

NBC-New York, 6/18/57

FIVE OPERA PRODUCTIONS, IN ENGLISH, ARE SCHEDULED BY NBC OPERA COMPANY FOR 1957-58 TV SEASON

The NBC Opera Company will present five opera productions on NBC-TV in the 1957-58 season, starting with Francis Poulenc's "Dialogues of the Carmelites" Sunday, Dec. 8. The list will include Gian Carlo Menotti's "Amahl and the Night Visitors," to be telecast during the Christmas season on a date to be announced; Verdi's "Rigoletto" on Feb. 16, 1958, and Wagner's "Meistersinger," to be given in two productions -- the first part on Sunday, March 30 and the second part on Sunday, April 6, 1958.

All of the operas, as in the past, will be offered in English. "Dialogues of the Carmelites" and "Rigoletto" will be translated by Joseph Machlis, and "Meistersinger" by John Gutman. Both men, eminent in the work of preparing operas in English versions, have been represented several times in the NBC Opera Company repertoire. Machlis was responsible last season for the English versions of "La Boheme," "War and Peace" and "La Traviata." John Gutman's English versions of "Rosenkavalier" and "Tosca" also were presented in the NBC-TV opera series.

(more)

This will be the ninth consecutive season of the NBC Opera Company. Samuel Chotzinoff, producer, and Peter Herman Adler, music and artistic director, who have headed the opera project since its inception, again will be in charge. Kirk Browning will again be the director. George Schick is music coordinator of the NBC Opera Company.

In addition to the television schedule, the NBC Opera Company will present three operas -- "La Traviata," "The Marriage of Figaro" and "Madam Butterfly" -- on tour in-person in 55 cities.

-----o-----

NBC-New York, 6/18/57

STATION WTIC WINS TOP HONORS IN PROMOTION COMPETITION FOR 'MOST BEAUTIFUL VOICE IN AMERICA' CONTEST

Station WTIC, Hartford, Conn., has been awarded top honors in a competition among stations for the best promotion of NBC Radio's "The Most Beautiful Voice in America" contest, it was announced today by Matthew J. Culligan, Vice President in charge of the NBC Radio Network.

The promotion prize -- a Vespa motor scooter bearing the station's call letters -- will be presented to Paul W. Morency, President of WTIC. As a result of the station's all-out promotion effort, more than 400 persons in the Hartford area entered "The Most Beautiful Voice in America" contest. A special Monday-through-Friday program presented the voices of three entrants daily during the seven weeks of the contest, which was promoted by newspaper advertising and weekly prizes awarded by the station.

The contest director for WTIC was Bernard Mullins, the station's Vice President in charge of Public Relations.

-----o-----

THE WINNER (OUT OF 2,963,103 ENTRANTS) IN THE BORDEN COMPANY'S "NAME ELSIE'S TWINS" CONTEST TO APPEAR ON "QUEEN FOR A DAY"

The winner of The Borden Company's "Name Elsie's Twins" contest will be announced and will appear on NBC-TV's QUEEN FOR A DAY PROGRAM Wednesday, June 26. The show is seen at 4 p.m., EDT, Mondays through Fridays.

The winning entrant has been selected by the company from among 2,963,103 persons who entered the naming contest. The first-place winner will receive $31,000 for naming the twins of Elsie the Cow. Total prizes amount to $100,000. The Borden Company is one of the sponsors of "Queen for a Day," through the Young and Rubicam agency.

-----o-----

NBC-New York, 6/18/57

NBC TRADE NEWS
A SERVICE OF RCA

X-H

June 17, 1957

"THE PEOPLE'S CHOICE" WILL BE SPONSORED ON NBC-TV ALTERNATE WEEKS IN 1957-58 SEASON BY BORDEN CO. AND AMERICAN HOME PRODUCTS CORP.

THE PEOPLE'S CHOICE, NBC-TV's comedy series starring Jackie Cooper, will be sponsored on alternate weeks during the 1957-58 television season by the Borden Company and the American Home Products Corporation, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

Borden's renewal is effective with the first program of the new season on Thursday, Oct. 3 (9-9:30 p.m., NYT) and marks the third year that Borden's will be a sponsor of the series. American Home Products Corp., for its American Home Foods Division, will begin its sponsorship on Oct. 10. Both orders are for a 52-week period and were placed through Young and Rubicam, Inc.

In addition to portraying City Councilman Socrates Miller in "The People's Choice," Jackie Cooper, 34-year-old veteran of 31 years of showbusiness, also directs the telefilm series.

-----o-----

NBC RADIO NETWORK NEWS

June 17, 1957

THE WINNER! ERMA JEAN GAERTNER, HOLLYWOOD SECRETARY, OWNS 'MOST BEAUTIFUL VOICE IN AMERICA' IN NBC RADIO CONTEST

The "Most Beautiful Voice in America" belongs to a Hollywood secretary, Erma Jean Gaertner, adjudged winner in the NBC Radio network nationwide contest. The decision was announced last night (Sunday, June 16) on MONITOR.

Blonde, 5-8½ Miss Gaertner, (10130 Regent St., Los Angeles, 35, Calif.), a secretary in the legal department of Metro-Goldwyn-Mayer, won out over thousands of contestants seeking top prizes in the eight-week radio network search for the country's best speaking voice.

Second place went to Robert D. Conrad of Kankakee, Ill., now stationed with the 14th Radio Broadcasting and Leaflet Battalion in Honolulu, Hawaii. Third place winner is Mrs. Jane Engleman (R.R. #2) Great Bend, Kansas, mother of three boys aged 6, 4 and 2. Fourth place went to Randall T. Ross, 54-year-old audio-visual director of country schools, (2009 Watt Street) Reno, Nev. Fifth place: Ken Sleds, an advertising and sales adminstrator, (3814 Prospect Avenue) Cleveland, Ohio.

(more)

Miss Gaertner was born in Hopkins, Minn., majored in English at the University of Minnesota, is a member of the Pi Beta Phi social sorority. She started with M-G-M in 1948.

As first-place winner, Miss Gaertner will receive an NBC talent contract, a 1957 Nash Ambassador sedan, a Polaroid camera and her choice of any one of five "Dream Vacations for Two" which include: an 18-day Magicruise to the Far East via Japan Air Lines, a 62-day safari to Africa on a Farrell Steamship Lines Flagship; a two-week tour of the capital cities of Europe via Scandinavian Airlines; a 12-day Caribbean cruise aboard a Grace Line Cruiseship, and a seven-day vacation in Hawaii via United Air Lines.

Mr. Conrad will receive a Winter Colonial grand piano, a Polaroid camera and his choice of the four remaining trips. Third, fourth and fifth place winners will receive their choice of remaining trips.

Miss Gaertner will be flown to New York City to appear on next Sunday's (June 23) "Monitor" program.

The contest was under the supervision of Elliott Drake.

-----o-----

NBC-6/17/57

NBC RADIO NETWORK NEWS

DOROTHY OLSEN NAMED PERMANENT VOCALIST ON 'NBC BANDSTAND' RADIO PROGRAMS

Schoolteacher-turned-singer Dorothy Olsen, becomes permanent vocalist on NBC BANDSTAND effective Monday, June 17, it was announced by Jerry A. Danzig, Vice President in charge of NBC Radio Network Programs. Miss Olsen was signed to a long-term contract for daily appearances on the Monday through Friday morning music program (NBC Radio, 10:30 to 11 a.m. and 11:05 to 12 Noon, EDT).

"The public acceptance of Miss Olsen, following her numerous 'NBC Bandstand' guest appearances," said Mr. Danzig, "affirms our belief that her refreshing singing style and interpretation credit her as an accomplished popular vocal artist."

Dorothy, born in Carnegie, Pa., studied at Syracuse University on a four-year voice scholarship and at New Paltz State Teachers College, N.Y., before beginning a teaching career at Hilbourne, N.Y.

Miss Olsen's initial success was scored with her RCA Victor children's song recordings of "Little White Duck" and "The Fox."

She joins host Bert Parks as a member of the permanent "NBC Bandstand" family.

-----o-----

NBC-New York, 6/17/57

CREDITS FOR 'YOUTH WANTS TO KNOW' ON NBC-TV AND NBC RADIO

TIME:	NBC-TV, Sundays, 4-4:30 p.m., EDT; NBC Radio (as part of "Monitor"), Sundays, 10:30-11 p.m., EDT.
FORMAT:	Unrehearsed discussion program with teenagers questioning headline personalities.
PRODUCER:	Theodore Granik
ASSOCIATE PRODUCER:	Julian Bartolini
DIRECTOR:	Rene Marechal
MODERATOR:	Stephen McCormick.
PRODUCTION SUPERVISOR:	Doris Corwith
TECHNICAL DIRECTOR:	William Wells
ORIGINAL STARTING DATE:	NBC-TV -- Sept. 8, 1951; NBC Radio -- Sept. 28, 1952.
ORIGINATION:	Washington and New York
NBC PRESS REPRESENTATIVE:	Joe Ryan (New York)

-----o-----

NBC-New York, 6/17/57

NBC-TV NEWS

CREDITS FOR 'MEET McGRAW' ON NBC-TV

TIME:	Tuesdays, 9-9:30 p.m., EDT.
PREMIERE DATE:	Tuesday, July 2, 1957
STAR:	Frank Lovejoy as McGraw
FORMAT:	A mystery-adventure series about a trouble-shooter named McGraw, who will take jobs that private detectives or police officials have not done -- or have not been asked to do -- for one reason or another.
PRODUCER:	Warren Lewis
ASSOCIATE PRODUCER:	A.E. Houghton
DIRECTORS:	John Peyser, Harold Schuster and Anton Leader
WRITERS:	Blake Edwards, Frederic Brady, E. Jack Neuman and Lowell Barrington.
STORY EDITOR:	Dick Bluel
FILM EDITOR:	Jason Bernie
SPONSOR:	Procter and Gamble
ADVERTISING AGENCY:	Benton and Bowles
ORIGINATION:	A Don W. Sharpe-Warren Lewis Production, filmed in Hollywood.
NBC PRESS CONTACTS:	Bob Bowen (Hollywood); Bob LeDonne (New York)

-----o-----

NBC-New York, 6/17/57

NBC TRADE NEWS
A SERVICE OF RCA

June 14, 1957

'THE BIG MOMENT,' FILMED SERIES OF DRAMATIC MOMENTS IN SPORTS, TO START IN NBC FRIDAY NIGHT TIME-SPOT; BUD PALMER IS HOST

THE BIG MOMENT, a filmed series showing some of the most dramatic and exciting events in sports history, will be presented on NBC-TV during the Summer, starting Friday, July 5 (9:30 to 10 p.m., EDT). Sportscaster Bud Palmer will be the host of the program, which moves into the time period formerly occupied by "The Big Story."

The Summer series will cover the American sports scene from the 1920s to 1957. The individual stories on each "Big Moment" show will include films of famous finishes, rhubarbs and riots, upsets, comebacks, sports zanies and lady champions.

Among "The Big Moment" highlights to be presented during July are Bobby Thomson's climactic homer to win the 1951 National League pennant for the New York Giants; the "Mile of the Century" in 1954 between Roger Bannister and John Landy, in which both broke the four-minute mark; the Seabiscuit-War Admiral match race in 1938; Ben Hogan's upset by unknown Jack

(more)

Fleck in the 1955 National Open Golf Championship; the famed third-strike scene in the 1941 World Series between the New York Yankees and Brooklyn Dodgers, and Jesse Owens' record performance in winning four gold medals in the 1936 Olympic Games.

"The Big Moment" is produced by Saul Turell and Harry Robert for Sterling Television, Inc. Co-sponsors and their agencies are American Tobacco Company, through Sullivan, Stauffer, Colwell and Bayles, and Ralston Purina Company, through Gardner Advertising Company.

-----o-----

NBC-New York, 6/14/57

NBC TELEVISION NEWS
A SERVICE OF RCA

June 14, 1957

'ENCORE THEATRE'--ELEVEN-WEEK SERIES OF REPEAT FILM DRAMAS--SCHEDULED SATURDAYS ON NBC

ENCORE THEATRE, a repeat series of 11 half-hour filmed teleplays, will be presented on NBC, Saturdays beginning July 6 (NBC-TV, 10 p.m., EDT).

The films are: "The Woman Who Dared" with Laraine Day, Gene Barry and Whit Bissell, July 6; "Singapore" with Paulette Goddard, Charles Korvin and Rex Reason, July 13; "The Connoisseur" with Paul Henried, Virginia Bruce and Kathy Grant, July 20; "Desperation" with Teresa Wright, Kevin McCarthy and William Bishop, July 27; "The Golden Flower" with Vera Miles, Aug. 3; "The Idea Man" with Don DeFore, Richard Denning and Doe Avedon, Aug. 10; "The Lie" with Cesar Romero, Betty Field and Gigi Perreau, Aug. 17; "The Gentle Deceiver" with Keenan Wynn, Lucy Marlow and Lucien Littlefield, Aug. 24; "The Faithful Heart" with Teresa Wright, Aug. 31; "Adventure for Hire" with Pat O'Brien and Brian Keith, Sept. 7; and "Miller's Millions" with Thomas Mitchell, Otto Kruger and Richard Webb, Sept. 14.

Sponsors for the series are Armour and Company through Foote, Cone and Belding, Inc.; of Chicago, and Quaker Oats Co. through Needham, Louis and Brorby, Inc., of Chicago. The Armour sponsorship dates will be July 20, Aug. 10, Aug. 24 and Sept. 14. The Quaker Oats sponsorship dates will be July 6, 13 and 27; Aug. 3, 17 and 31, and Sept. 7.

-----o-----

NBC TRADE NEWS
A SERVICE OF RCA

June 14, 1957

CHARLES FARRELL TO STAR IN NBC-TV COMEDY SERIES BASED ON REAL-LIFE ROLE AS PALM SPRINGS CLUB OPERATOR

THE CHARLES FARRELL SHOW, a situation comedy series on film, will begin on the NBC Television Network Tuesday, July 2 (10-10:30 p.m EDT). The real-life experiences of Charles Farrell as operator of the famed Racquet Club in Palm Springs, Calif., form the basis for the stories.

In addition to the former screen star, the cast will include Charles Winninger, Richard Deacon and Kathryn Card.

The series was produced at Hal Roach Studios in Hollywood, with much of the background actually shot in and around Farrell's Racquet Club and the desert resort community of Palm Springs, of which he is a leading citizen.

"The Charles Farrell Show" will be presented for a 12-week period.

-----o-----

NBC TRADE NEWS
A SERVICE OF RCA

June 14, 1957

PETER LAWFORD TO RETURN AS 'DEAR PHOEBE'
IN REPEAT COMEDY FILM SERIES ON NBC

DEAR PHOEBE, a repeat comedy film series starring Peter Lawford and co-starring Marcia Henderson, returns to NBC-TV's COMEDY TIME starting Monday, June 24 and continuing thereafter Mondays through Fridays (5-5:30 p.m., EDT) through Aug. 8. "Topper," starring Leo G. Carroll, concludes on Friday, June 21.

Lawford plays an ex-college instructor named Bill Hasting who writes an advice-to-the-lovelorn column under the pen name of "Phoebe Goodheart" in the series. Miss Henderson portrays Mickey Riley, a sportswriter who is his friendly rival in the city room.

The first week's storylines: "Bill Gets a Job" and quickly learns the amusing consequences Monday, June 24. Bill poses as a bandit and gives Mickey some anxious moments in "The Kissing Bandit" Tuesday, June 25. Bill makes Mickey jealous by dating a lady psychiatrist in "Psychologically Speaking" Wednesday, June 26. The two writers find out that mumps is a highly contagious disease in "Bill's Black Book" Thursday, June 27. An alleged San Francisco socialite steals Mickey's heart until Bill makes some discoveries in "Mickey's Engagement" Friday, June 28.

-----o-----

NBC TRADE NEWS

BRISTOL-MYERS AND CARTER PRODUCTS SPONSOR LAST HOUR OF NBC-TV COVERAGE OF NATIONAL OPEN GOLF CHAMPIONSHIP

The Bristol-Myers Company and Carter Products, Inc., will sponsor the last hour of NBC-TV's coverage of the final holes of the 57th annual National Open Golf Championship on Saturday, June 15, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

The telecast, from Inverness Country Club in Toledo, Ohio, will follow NBC-TV's "Major League Baseball" game, starting at approximately 4 p.m., EDT, and continuing until 7 p.m., EDT. The sponsored portion will run from 6-7 p.m., EDT.

The order from Bristol-Myers, for its Vitalis, was placed through Doherty, Clifford, Steers and Shenfield, Inc. Carter Products' order, for its Rise shave cream, was placed through Sullivan, Stauffer, Colwell and Bayles, Inc.

-----o-----

NBC-New York, 6/14/57

NBC SPOT SALES

News

June 14, 1957

CHILDREN'S INFLUENCE HEAVY IN PURCHASE OF TV-ADVERTISED PRODUCTS, ACCORDING TO SURVEY IN BROCHURE ISSUED BY NBC SPOT SALES

America's youngsters are exerting a significant influence on the purchase of products advertised on television, according to an NBC Spot Sales brochure which describes 15 children's programs on nine TV stations represented by NBC Spot Sales.

In announcing the distribution of the brochure to agency time-buyers, Jack Reber, Director of NBC Spot Sales said: "An Advertest survey shows that children like to watch TV commercials as much as the programs themselves and that they remember them well enough to repeat them. In nine out of ten cases, children asked their mothers to buy products advertised on TV."

Children also influence brand switching to a considerable degree, he added, and they often reinforce their requests at the point of purchase, since they usually accompany their mothers on neighborhood shopping trips.

Each sheet in the brochure describes an individual children's program, thus making it easy for the agency time buyer to file the

(more)

sheet on a market-by-market basis. The programs are: WRCA-TV, New York -- "Sunday's Schedule," "Children's Theatre" and "Shariland"; WRGB, Schenectady-Albany-Troy -- "S.S. Glendora" and "Cartoon Parade"; WRCV-TV, Philadelphia -- "Bertie the Bunyip"; WCKT, Miami -- "Major's Bandwagon"; WRC-TV, Washington -- "Romper Room," "Sam and Friends" and "Brooke John's Show"; KSD-TV, St. Louis -- "Wrangler's Cartoon Club"; WNBC, Hartford-New Britain -- "Digest, Jr."; WAVE-TV, Louisville -- "Funny Flickers" and "Noontime Flickers"; and KONA-TV, Honolulu -- "Just Kids."

-----o-----

NBC-New York, 6/14/57

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

NBC COLOR TELECAST SCHEDULE
June 23-29 All Times EDT

Sunday, June 23

9:00-10:00 p.m. -- THE ALCOA HOUR -- "Awake With Fear," by David Driscoll. Eddie Bracken and Henry Jones co-star.

Monday, June 24

1:30-2:30 p.m. -- CLUB 60.

3:00-4:00 p.m. -- NBC MATINEE THEATER -- "Stopover."

9:30-10:30 p.m. -- ROBERT MONTGOMERY PRESENTS -- "Faust '57," by Robert Wallace.

Tuesday, June 25

1:30-2:30 p.m. -- CLUB 60.

3:00-4:00 p.m. -- NBC MATINEE THEATER -- "Light in the Sky."

8:00-8:30 p.m. -- THE ARTHUR MURRAY PARTY -- Starring Kathryn Murray.

Wednesday, June 26

1:30-2:30 p.m. -- CLUB 60

3:00-4:00 p.m. -- NBC MATINEE THEATER -- "The Charmer."

8:00-8:30 p.m. -- MASQUERADE PARTY -- With panelists Betsy Palmer, Ilka Chase, Johnny Johnston and emcee Eddie Bracken.

9:00-10:00 p.m. -- KRAFT TELEVISION THEATRE -- "The Curly-Headed Kid," by David Davidson and starring Raymond Massey with Warren Beatty.

(more)

2 - NBC Color Telecast Schedule

Thursday, June 27

1:30-2:30 p.m. -- CLUB 60.

3:00-4:00 p.m. -- NBC MATINEE THEATER -- "The Wisp End."

10:00-11:00 p.m. -- LUX VIDEO THEATRE -- "The Latch Key," starring Janis Paige and Michael Connors.

Friday, June 28

1:30-2:30 p.m. -- CLUB 60.

3:00-4:00 p.m. -- NBC MATINEE THEATER -- "Brief Candle."

Saturday, June 29

8:00-9:00 p.m. -- THE JULIUS LA ROSA SHOW -- With guests Dorothy Shay, Ben Blue and the Four Ramses (acrobats).

PLEASE ADD TO THE JULY COLOR SCHEDULE:

8:00-8:30 p.m. -- July 29, "THE ADVENTURES OF SIR LANCELOT" will be telecast in color as well as black and white (repeat showing).

THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV ONLY:

Monday-Friday	June 24-28	10:38-10:43 a.m.	-- WRCA-TV WINDOW
Saturday	June 29	11:00-11:15 p.m.	-- SAVARIN NEWS

-----o-----

NBC-New York, 6/14/57

NBC RADIO NETWORK NEWS

June 14, 1957

FIRST OF NEW SERIES OF NBC RADIO'S "BIOGRAPHIES IN SOUND"
WILL DESCRIBE THE CAREER OF ALBEN BARKLEY

The late Alben Barkley, former Vice President of the United States and a beloved figure on the national scene for many years, will be the subject of the first program of a new series of NBC Radio's BIOGRAPHIES IN SOUND, to be presented Tuesday, July 9 (9:05-10 p.m.).

NBC newsman Morgan Beatty, who knew the "Veep" personally, will narrate the program. Friends of Barkley, his political associates, newspapermen and relatives will describe their associations with the dynamic man who was a senator many years before he was elected to the Vice Presidency. The program will reveal several little-known aspects of Barkley's political career.

The new series, which is being prepared under the supervision of the NBC Radio Network Program Department and the NBC News Department, will be broadcast approximately once a month.

(more)

"Biographies In Sound" has been an all-time award winner for its incisive analyses of the hearts and minds of famous individuals. Last year it received a Peabody award, a double citation from Radio-Television Daily, a special citation in the Variety Showmanship Awards, and was voted the year's best documentary by the General Federation of Women's Clubs. It has also been recipient of the Christopher Award and two honorable mentions from the Institute for Education by Radio and Television at Ohio State University.

-----o-----

NBC-New York, 6/14/57

ONE GUESS OUT OF 1,038,000 ENTRIES PAYS OFF FOR WEST VIRGINIA WOMAN ON 'PRICE IS RIGHT'

A one-out-of-1,038,000 guess paid off for Mrs. Joseph B. Walter of Grafton, W. Va., to the tune of a complete "playroom showcase," including a color television set, furniture and other items. Mrs. Walter was announced as the winner of the showcase today (June 14) on NBC-TV's THE PRICE IS RIGHT (11 a.m., EDT, Mondays through Fridays).

Mrs. Walter's postcard, guessing the price of the showcase exactly at $2,188.75, beat out the other 1,038,000 postcard entries received for the prizes. The winner lives at Box 442, Blueville Additions, Grafton. (Each week, home viewers send in their estimate of the price of the weekly showcase displayed on the show.)

Mrs. Walter's gifts in the "playroom showcase" and their value are: a sectional sofa, $707.80; color TV set, $615; two reclining chairs, $259; hi-fi phonograph, $209.95; chess set, $175; chess table, $140; and a rug, $82.

Bill Cullen emcees "The Price Is Right."

-----o-----

SENATOR FORD, VETERAN COMEDY STAR, WILL BE MARRIED ON 'BRIDE AND GROOM' SHOW

A noted comedy veteran of the entertainment world, Senator Ford, will be among the first persons married on BRIDE AND GROOM after the show resumes on NBC-TV Monday, July 1 (2:30 p.m., EDT).

The "Senator," whose real name is Edward Ford, will marry Louise Grace, a New York physician's secretary on Wednesday, July 3. It will be the second marriage for each. Both are widowed.

Senator Ford was a star for many years on the "Can You Top This?" radio show.

Frank Parker and Robert Paige will be co-host of "Bride and Groom." The series will be a Monday-through-Friday feature.

-----o----- NBC-New York, 6/14/57

NBC TRADE NEWS
A SERVICE OF RCA

June 13, 1957

NBC INTERNATIONAL, LTD., WHOLLY-OWNED SUBSIDIARY, ANNOUNCED BY NATIONAL BROADCASTING COMPANY TO HANDLE EXPANDING TELEVISION OPERATIONS THROUGHOUT THE WORLD

The formation of a new wholly-owned subsidiary corporation, NBC International, Ltd., to conduct the National Broadcasting Company's expanding television operations throughout the world was announced today by Robert W. Sarnoff, President of NBC.

Mr. Sarnoff revealed that the new Canadian corporation, which will open its headquarters in Montreal in July, will conduct all of the NBC station management services, station investments and program sales outside of the U.S. and Canada. The corporation's program sales will include both those of the television network and those of California National Productions, Inc.

At the same time Mr. Sarnoff also announced the election of Alfred R. Stern, Director of International Operations for NBC, as Chairman of the Board of NBC International, Ltd., and Romney Wheeler, Director of European Operations for NBC, as President. Mr. Wheeler will have his offices in London. In addition, Mr. Sarnoff said that a Secretary-Treasurer, who will maintain offices in the Montreal headquarters, will be elected soon.

(more)

Mr. Sarnoff said that NBC International, Ltd., plans to open two other offices -- one in Mexico City to conduct the company's business affairs in Latin America by the end of the year, and one in a key locale in the Far East during 1958.

"NBC's association with the broadcasting services of foreign countries dates back to the first days of radio" Mr. Sarnoff pointed out. "Through NBC International, Ltd., we plan to take an even more important place in the field of international television operations. By the end of this year it is anticipated personnel of NBC International, Ltd. will have completed on-the-scene surveys of television in every country on the globe where the medium now exists or will soon exist," he concluded.

Mr. Sarnoff said that in addition to the aforementioned officers of NBC International, Ltd., two other former NBC executives will be headquartered with the new corporation in its London offices. They are Gerald Adler and J. Robert Myers.

-----o-----

NBC-New York, 6/13/57

ALL-STAR BASEBALL GAME FROM ST. LOUIS TUESDAY, JULY 9,
WILL BE CARRIED BY NBC TELEVISION AND RADIO NETWORKS
AS 'GILLETTE CAVALCADE OF SPORTS' FEATURE

The 24th annual All-Star Baseball Game, to be played this year at Busch Stadium in St. Louis on Tuesday, July 9, will be carried by the NBC Television and Radio Networks. Air time on both TV and radio will be 2:15 p.m., EDT -- 15 minutes before game time.

The television and radio coverage will be sponsored by the Gillette Safety Razor Company as a feature of THE GILLETTE CAVALCADE OF SPORTS series. Maxon, Inc., is the advertising agency for Gillette.

This will mark the eighth consecutive year that NBC-TV is covering the diamond classic. It is being broadcast for the first time since 1940 by NBC Radio, which carried the first All-Star Game in 1933 and continued the coverage in the seven succeeding years.

The starting lineups for both teams, except for pitchers, will be chosen by popular vote of baseball fans. The pitching staffs and balance of the 25-man squads are selected by the managers. Casey Stengel of the world champion New York Yankees will pilot the American League team and Walter Alston of the Brooklyn Dodgers will manage the National Leaguers.

The American League holds a 13-10 edge in the All-Star series. The National League, however, has won six of the last seven games including last year's contest at Washington, by a 7-3 score.

-----o-----

NBC-New York, 6/13/57

NBC TELEVISION NEWS
A SERVICE OF RCA

June 13, 1957

JACK PAAR'S "TONIGHT!" PROGRAMS TO START ON NBC-TV JULY 29;
PERRY CROSS TO PRODUCE THE MONDAY-THROUGH-FRIDAY SERIES

Announcement was made today that NBC-TV's new late-night variety show, starring Jack Paar, will retain the title of TONIGHT! The show is set to debut Monday, July 29, and will be telecast Mondays through Fridays, 11:30 p.m. to 1 a.m., EDT.

Perry Cross has been named producer of the Jack Paar version of "Tonight!" He has worked with Milton Berle and produced the Ernie Kovacs comedy shows.

Paar's "Tonight!" will feature comedy and guest stars.

NBC TRADE NEWS

ERNEST FLADELL NAMED MANAGER, SALES PROMOTION, FOR NBC TELEVISION NETWORK SALES

Ernest Fladell has been named Manager, Sales Promotion, NBC-TV Network Sales, it was announced today by Don Durgin, Vice President, Sales Planning, Television Network Sales, for the National Broadcasting Company.

Mr. Fladell has served as Manager of Special Promotions, for NBC-TV's Participating Programs since January, 1956. He joined NBC in October, 1953, as a sales presentation writer in the television network's advertising and promotion department and in February, 1955, was named a sales coordinator for NBC-TV Sales.

Born in Brooklyn, N.Y., Mr. Fladell attended the College of the City of New York. He and his wife live with their two-year old son in Manhattan.

-----o-----

NBC-New York, 6/13/57

NBC TRADE NEWS
A SERVICE OF RCA

June 13, 1957

'FESTIVAL OF STARS' TO HAVE 12-WEEK SUMMER RUN ON NBC; JIM AMECHE IS HOST OF FILM DRAMAS PREVIOUSLY SEEN ON 'LORETTA YOUNG SHOW'

John Ericson and Dorothy Malone will star in "Ticket For May," first in the NBC-TV series FESTIVAL OF STARS beginning Tuesday, July 2 (8 p.m., EDT).

The 12 week film series which begins on July 2 and concludes on Sept. 17 will be made up of a group of repeat showings of programs originally seen on NBC-TV's "Loretta Young Show." Miss Young does not appear in any of the films, however, nor will she act as hostess. Actor Jim Ameche has been chosen to serve as host for the series.

"Ticket For May" concerns a city girl (Miss Malone) who finds life with her new husband (Ericson), a farmer, dreary and monotonous. When she quarrels with him because of her discontent, he buys her a return ticket to the city and leaves the house. During his absence, a fleeing criminal invades the home and holds her at gun point. Because of her husband's resourcefulness and courage she is rescued. Through this experience she gains a new perspective of her life and her marriage.

-----o-----

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

June 13, 1957

'KRAFT' COLORCASTS THROUGH SUMMER WILL GIVE OPPORTUNITY TO YOUNG (EVEN UNKNOWN) ACTORS TO APPEAR WITH TOP STARS

KRAFT TELEVISION THEATRE, in addition to continuing its successful policy of presenting unusual stories with topflight performers through the Summer months, will add a new casting touch to its weekly NBC-TV colorcasts (Wednesdays, 9-10 p.m., EDT).

To the successful "star-story" formula, "Kraft" will introduce as often as possible young, talented -- if relatively unknown performers -- in supporting roles.

In "Nothing Personal," to be colorcast Wednesday, June 19, "Kraft" will present Larry Hagman, son of musical comedy star Mary Martin, in his live TV debut. The young newcomer will appear opposite two established stars -- Robert Preston and Nina Foch.

Hagman has accumulated valuable experience off-Broadway and in Summer stock. Currently he is appearing in the off-Broadway hit play, "Career." He was a member of the American National Theatre and Academy company which presented "The Skin of Our Teeth" in Paris in 1955. Hagman also played in the London production of "South Pacific," with his mother, Mary Martin, as star.

In the "Kraft" June 26 colorcast production of "The Curley-Headed Kid," 19-year-old Warren Beatty, will get his first big

(more)

NBC TRADE NEWS
A SERVICE OF RCA

June 12, 1957

PROCTER AND GAMBLE RENEWS AND EXPANDS FIVE-DAY-A-WEEK PARTICIPATIONS IN 'NBC MATINEE THEATER' FOR 52 WEEKS

The Procter and Gamble Company has renewed its current Monday-through-Friday participation schedule on NBC MATINEE THEATER (3-4 p.m., EDT) and has ordered additional daily participations, both for 52 weeks, starting July 1, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

Procter and Gamble's present participations are scheduled during the last quarter-hour period of "Matinee Theater." The new order will extend its sponsorship to the first quarter-hour segment daily excepting Thursdays, when the participations will be scheduled in the second quarter. The orders were placed through Benton and Bowles, Inc., advertising agency.

Procter and Gamble is also represented on three other NBC-TV daytime programs: "Tic Tac Dough," "It Could Be You" and "Queen for a Day."

-----o-----

NBC-New York, 6/12/57

NBC TRADE NEWS
A SERVICE OF RCA

HOWARD D. JOHNSON COMPANY RESTAURANT CHAIN MAKES DEBUT AS TV NETWORK ADVERTISER WITH 13-WEEK PARTICIPATION ON 'TODAY'

The Howard D. Johnson Company, restaurant chain, will make its debut as a network television advertiser with a 13-week participation campaign on NBC-TV's TODAY program, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

The order calls for 30 participations on "Today" (telecast Monday-through-Friday from 7-10 a.m., EDT) starting June 13.

The purchase was made through N.W. Ayer and Son, Inc., advertising agency for Howard Johnson.

-----o-----

NBC-New York, 6/12/57

A SERVICE OF RCA

GUILD OF MUSICAL ARTISTS HONORS BRIG. GENERAL DAVID SARNOFF FOR HIS 'FORESIGHT AND WISDOM' IN CREATION AND BROADCASTS OF NBC SYMPHONY AND PRESENTATIONS OF NBC OPERA COMPANY

FOR RELEASE THURSDAY, A.M., JUNE 13

Brig. General David Sarnoff, Chairman of the Board of the Radio Corporation of America, last night (June 12) was awarded a bronze plaque by the American Guild of Musical Artists "for his foresight and wisdom in the creation and broadcasts of the NBC Symphony and the presentations of the NBC Opera Company."

The award was made at the 20th Anniversary Dinner of the AGMA at the Roosevelt Hotel in New York, and was accepted on behalf of General Sarnoff by Manie Sacks, NBC Vice President, Television Network Programs.

The AGMA, an A.F.L.-C.I.O. affiliate with a membership of 3,000, represents performers, stage directors and the stage managers throughout the United States in the fields of opera, ballet, concert and oratorio.

-----o-----

NBC-New York, 6/12/57

NBC-TV NEWS

STATION WFGA-TV, JACKSONVILLE, FLA., TO BECOME A BASIC AFFILIATE OF NBC TELEVISION NETWORK

Station WFGA-TV (Channel 12), Jacksonville, Fla., will become a basic affiliate of the NBC Television Network, it was announced jointly today by George H. Hodges, President of WFGA-TV, and Donald J. Mercer, Director of Station Relations for the National Broadcasting Company.

WFGA-TV, which will commence operations in midsummer, will be equipped to transmit color on both a network and local basis, marking the first full color programming service for the Jacksonville area. The station will operate on a visual power of 316 kw from an antenna height of 950 feet above the average terrain.

Jess H. Cripe will serve as general manager of WFGA-TV. Florida-Georgia Television Co., Inc., is the licensee.

Mr. Mercer said that NBC-TV will terminate its present affiliation with WJHP-TV, Jacksonville, when WFGA-TV begins its operations.

-----o-----

NBC-New York, 6/12/57

Attention, Sports Editors

FOUR EASTERN REGIONAL TELECASTS ADDED TO NBC-TV 1957 COLLEGIATE FOOTBALL SCHEDULE

NBC-TV will televise Eastern regional football games on four Saturdays next Fall, it was announced jointly today by Asa Bushnell, commissioner of the Eastern College Athletic Conference, and Tom S. Gallery, NBC sports director.

Sunbeam Corporation and the American Machine and Foundry Company will each sponsor one quarter of the four telecasts. Perrin-Paus Company is the advertising agency for Sunbeam Corp. and Fletcher D. Richards, Inc., represents American Machine and Foundry Co.

The Eastern regional games will be seen only in National Collegiate Athletic Association Districts 1 and 2, which include Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, West Virginia and Delaware.

In addition to the Eastern regional program, NBC-TV will present regional grid telecasts in the Big Ten and Pacific Coast sections. The four regional dates are Oct. 12, Oct. 26, Nov. 9 and Nov. 23. The games in all three sections will be selected as the season progresses to assure the best possible attraction.

The network's extensive collegiate football schedule for 1957 also includes coast-to-coast telecasts on eight other Saturdays and a three-game, split-network arrangement on Thanksgiving Day.

-----o-----

NBC-New York, 6/12/57

NBC TELEVISION NEWS
A SERVICE OF RCA

June 12, 1957

'THE STEVE ALLEN SHOW'--VARIETY HOUR THAT REACHED TOP RATINGS FAST--
WILL OBSERVE FIRST ANNIVERSARY ON TELECAST OF SUNDAY, JUNE 23

"It's THE STEVE ALLEN SHOW presenting..."

This phrase was heard for the first time on television just one year ago. Sunday, June 23, will be observed as the first birthday for "The Steve Allen Show."

In the space of a year, Allen has risen to one of the high peaks of television viewership. His show consistently rates as one of the most popular, even against one-time firmly entrenched competition.

"The Steve Allen Show" debuted on NBC-TV, Sunday, June 24, 1956. It was far from a first television try for its star, Steve Allen. The genial performer had already established a large following with his Monday-through-Friday late-night show, "Tonight."

(more)

LOU COSTELLO, JONATHAN WINTERS, ABBEY LINCOLN ARE AMONG
GUESTS ON ANNIVERSARY TELECAST OF 'STEVE ALLEN SHOW'

Sunday, June 23, guest stars signed thus far for the first anniversary telecast of THE STEVE ALLEN SHOW (8-9 p.m., EDT) include Lou Costello (who made his first solo appearance on television on "The Steve Allen Show"), Jonathan Winters and vocalist Abbey Lincoln. Other guests will be announced later.

When Allen's Sunday night show started, the star cut down on his "Tonight" activities. He eventually dropped the late-night show altogether to concentrate on the Sunday presentation.

Allen retained, however, much of the relaxed and spontaneous flavor of the late-night telecast. All of the regular members of "Tonight," too, moved to the Sunday night (8-9 p.m., EDT) show with Allen.

Allen scored many "firsts" and exciting coups during his first year on Sunday night television. He presented exclusively such newsworthy personalities on his show as Victor Riesel, Ingrid Bergman, Billy Graham, and Benny Hooper -- the boy saved from a well. Each visited with Allen and discussed the facts behind their front-page stories.

But, entertainment is the keynote on "The Steve Allen Show." Top stars of every branch of showbusiness have made visits to the show and have performed not only their own specialties but joined with Allen and the regular members of the cast in further merriment.

"The Steve Allen Show" has also gained public favor through the use of regular cast features. The "Man-on-the-Street" interviews, one of the regular presentations, has become one of the most popular segments in television today. Other regular features, too, are demanded again and again by the viewing audience.

Although the show is basically comedy, it covers other entertainment facets, too. Orson Welles has made two visits to the show to present soliloquies from Shakespeare.

Because of the past year's great popularity, "The Steve Allen Show" will continue on NBC-TV through the Summer.

-----o-----

NBC-New York, 6/12/57

NBC TRADE NEWS

"NAT 'KING' COLE SHOW" -- EXPANDED TO HALF-HOUR --
GOES TO LATER MONDAY EVENING TIME-SPOT ON NBC

A new, expanded version of THE NAT "KING" COLE SHOW will debut on Monday, July 1 (NBC-TV, 10-10:30 p.m., EDT). The program will be a half-hour presentation of the popular singer-pianist in his dynamic song stylings. Each week Nat will have a guest star. Nelson Riddle and his 16-piece orchestra and the Randy Van Horne choral group will back Cole musically.

The program will include the songs that have made Cole famous and he will continue to sing and play as he did on the early evening quarter hour program, which will be replaced.

The new Monday quarter hour program on NBC-TV (7:30 p.m., EDT) starting July 1 will be another musical, with star and details to be announced shortly.

The "Nat King Cole Show" will be produced and directed by Bob Henry, with Hal Kemp as executive producer. The series will run through Sept. 16.

-----o-----

NBC-New York, 6/12/57

MARK VAN DOREN AND MAURICE SAMUEL WILL TAKE PART IN TEN-WEEK SERIES--"WORDS WE LIVE BY"--ON NBC RADIO'S "ETERNAL LIGHT"

Mark Van Doren, eminent as author, critic and Columbia University professor of English long before son Charles won fame as quiz-winner on NBC-TV's "Twenty-One," will take part in a 10-week series of dialogues, "The Words We Live By," to be presented as a Summer feature by NBC Radio's ETERNAL LIGHT program on Sundays, starting July 7, (12:30 p.m., EDT).

With him in a series of spontaneous dialogues devoted to the so-called "Wisdom Books" of the Bible will be Maurice Samuel, well-known author and lecturer. They will discuss the "Wisdom Books" -- Job, Proverbs, and Ecclesiastes, as well as the Apocryphal Ecclesiasticus -- from literary, spiritual and practical points of view.

Topics will be "Introduction to the Wisdom Books of the Bible," July 7; "Fools....and Proverbs," July 14; "The Books of Proverbs," July 21; "Ecclesiasticus," July 28; "Ecclesiastes," Aug. 4; "Later Part of Ecclesiastes," Aug. 11; "Job," Aug. 18; "Job" (continued), Aug. 25; "Climax of the Book of Job," Sept. 1; "Endings of the Wisdom Books," Sept. 8.

"Eternal Light" is produced in cooperation with the Jewish Theological Seminary of America. The regular dramatic series will resume Sept. 15.

-----o-----

NBC-New York, 6/12/57

NBC TRADE NEWS
A SERVICE OF RCA

June 11, 1957

NBC SCHEDULE OF NCAA FOOTBALL GAMES TO BE TELECAST
NATIONALLY NEXT FALL IS THREE-QUARTERS SOLD OUT

NBC-TV's schedule of NCAA Football Games to be telecast nationally on nine dates next Fall is three-quarters sold out, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

Sponsoring one-quarter of each telecast will be the Bristol-Myers Company, the Sunbeam Corporation and the Zenith Radio Corporation. These advertisers also sponsored the national "Game of the Week" series on NBC-TV last year.

Eight of the nine dates on the nationwide television schedule are Saturdays. The ninth is Thanksgiving Day, when three games in different parts of the country will be presented on a split-network basis. The dates for the games are: Sept. 21, Sept. 28, Oct. 5, Oct. 19, Nov. 2, Nov. 16, Nov. 28 (Thanksgiving Day), Nov. 30 and Dec. 7.

In addition to the nationally televised games, NBC-TV will present regional contests on four other Saturdays in the Eastern,

(more)

Big Ten and Pacific Coast areas, providing football fans in those sections with outstanding collegiate football on 12 consecutive Saturdays. Sponsors of the regional games will be announced later.

The NCAA national grid schedule was also televised by NBC in 1951, 1952, 1953 and 1955.

Doherty, Clifford, Steers and Shenfield, Inc., is the advertising agency for Bristol-Myers; the Perrin-Paus Co. is the agency for Sunbeam and Earle Ludgin and Co. represents Zenith.

-----o-----

NBC-New York, 6/11/57

NBC FEATURE

June 11, 1957

'WIDE WIDE WORLD': A SECOND YEAR REPORT

- - -

Emphasis Was on Creativity, But Electronic Feats Were Still Tallied

WIDE WIDE WORLD's second roving year concluded Sunday, June 9. Although it was one which saw the NBC-TV program shift its emphasis from electronic feats to creativity it was also a year which saw the show chalk up such memorable live TV "firsts" as a pickup from a maximum security prison and action shots of a free-falling sky diver.

The program will resume Sept. 15 on alternate Sundays under the supervision of Barry Wood, executive producer, and a rotating team of producers. Dave Garroway will continue as host-narrator.

During the 1956-57 season, "Wide Wide World" brought some of the country's most outstanding people before its cameras. They included Eleanor Roosevelt, Tennessee Williams, Helen Keller, Gene Kelly, Sen. Margaret Chase Smith (R.-Me.), U.S. Suprene Court Justice William O. Douglas, Marian Anderson, the Drs. Will and Karl Menninger, Katharine Cornell, Frank Lloyd Wright and Dr. Margaret Mead.

The program devoted its full 90 minutes to each of three states: Florida, Texas and California, and devoted another full program to the telling of "The Hollywood Story."

(more)

In its pursuit of the folkways of North America, "Wide Wide World" introduced such diverse activities as an Arkansas catfish fry, the penetration of the sound barrier by jet aircraft, and a performance by members of the San Francisco Ballet atop the Golden Gate Bridge.

The program's producers (who were assigned on a rotating schedule) -- Herbert Sussan, Gerald Green, Alan Neuman and the team of Garry Simpson and John Goetz -- traveled an aggregate 150,000 miles to survey sites for the year's 20 programs. These were "Song of America," "The Hollywood Story," "The American Dream," "So Goes the Nation," "The Florida Story," "A Visit With Three Faiths," "The American Campus," "The Joyous Time," "A Woman's Story," "America's Riches," "The Texas Story," "The Creative Spirit," "A Man's Story," "Flight," "Springtime, U.S.A.," "American Waters," "California, Land of Promise," "The Armed Forces," "The American Indian -- Between Two Worlds," and "Summertime."

Director Dick Schneider called the shots and pushed the buttons to achieve smoothly organized programs from a complex welter of live cameras and electronic cables spotted across the country.

Some of the "firsts" achieved by the program this past year included: an aircraft carrier dispatching her squadrons, the sights seen by a descending parachutist, Naval frogmen operations involving the newest Navy underwater TV camera and a technically intricate telecast from the valley of Yosemite National Park.

Probably the most inspiring feature on the program was Helen Keller's address to a meeting at the American Foundation for

(more)

the Blind in New York. Critics from coast to coast praised the sensitivity and integrity which went into the creation of this sequence.

Charles Van Doren, the nationally known young educator and "Twenty-One" quiz winner who has joined NBC in a consulting capacity, appeared as a guide to the American Shakespeare Festival on the last program of the year -- and will make frequent appearances on "Wide Wide World" next year.

"Wide Wide World" has been cited in the Peabody and Sylvania Awards. It also received awards from the General Federation of Women's Clubs, the Twentieth American Exhibition of Educational Radio and Television (Ohio State), TV-Radio Life Magazine, and Motion Picture Daily.

The Saturday Evening Post devoted an entire article to "Wide Wide World."

The General Motors Corporation will sponsor the program next year. MacManus, John and Adams, Inc., is the advertising agency representing General Motors.

-----o-----

NBC-New York, 6/11/57

CAST, CREDITS AND SONG LIST FOR 'RCA VICTOR GALAXY OF STARS'
COLORCAST ON NBC SATURDAY, JUNE 15 (9-10 P.M., EDT)

CAST

Host.....VAUGHN MONROE

STARS

GEORGIA GIBBS
JULIUS LA ROSA
TONY MARTIN
JAYE P. MORGAN
MARTHA CARSON
THE LANE BROTHERS
THE HAMILTON TRIO

Orchestra Conductor.....JOE REISMAN
Producer-Director.....JOE CATES
Writer.....ERVIN DRAKE
Choreographer.....BOB HAMILTON
Origination.....NBC-TV Colonial Theatre Color Studio, New York
Sponsor.....BREAST-O-CHICKEN TUNA
Advertising Agency.....FOOTE, CONE AND BELDING in Los Angeles
NBC Press Representative..Priscilla Campbell, New York

(more)

PROGRAM

Joe Reisman will conduct a 30-piece orchestra accompanying the following singers in songs from their most popular recordings. The numbers will not necessarily be presented in this order.

"Just in Time" and "Look at Her" -- Tony Martin

"I'm Walking the Floor Over You" and "Rockabye" -- Georgia Gibbs

"Ding Dong Danglin'" -- The Lane Brothers

"Challenge," medley of songs with place names, people's names, and impersonations of song stylists -- Martin and Miss Gibbs

"A Fine Romance" -- duet by Julius La Rosa and Jaye P. Morgan

"Let the Light Shine on Me" -- Martha Carson

"Ballerina," "Riders in the Sky" and "There, I've Said It Again" -- Vaughn Monroe

"There's No Tomorrow," "I Get Ideas" and "Here" -- Martin

"Dance With Me, Henry," "Tweedledee" and "Kiss of Fire" -- Miss Gibbs

"That's All I Want From You," "Danger, Heartbreak Ahead" and "The Longest Walk" -- Miss Morgan

"E Compari," "Domani" and "Mobile" -- La Rosa

"You, You Romeo" and "Any Place I Hang My Hat" -- Miss Morgan and the Hamilton Trio (dancing)

"Crying My Heart Out For You" and "Wait 'Til You See Her" -- La Rosa

"The Ride Back" -- Monroe

-----o-----

NBC-New York, 6/11/57

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

CREDITS FOR 'THE JULIUS LA ROSA SHOW' ON NBC-TV

TIME:	Saturdays, June 15-Sept. 7, 1957, 8-9 p.m., EDT, in color and black and white.
STAR:	Julius La Rosa
GUEST STARS ON PREMIERE COLORCAST:	Count Basie band with Joe Williams, Gene Sheldon, The Seven Ashtons and Lou Carter.
CAST:	Louis DaPron dancers, Artie Malvin chorus, Mitchell Ayres orchestra.
FORMAT:	Musical-variety with guest stars.
PRODUCER:	Henry Howard
DIRECTOR:	Grey Lockwood
WRITERS:	Mort Green, George Foster and Jay Burton.
MUSIC DIRECTOR:	Mitchell Ayres.
CHOREOGRAPHER:	Louis DaPron
VOCAL ARRANGEMENTS AND SPECIAL MATERIAL:	Artie Malvin and Jimmy Leyden
ANNOUNCER:	Ken Roberts
COSTUMER:	Michi

(more)

SET DESIGNER:	Don Shirley Jr.
SPONSORS AND AGENCIES:	One-third each on alternate weeks -- Kimberly-Clark Corp., for its Kleenex and other products, through (Foote, Cone and Belding); the Radio Corporation of America and the Whirlpool Corp. (Kenyon and Eckhardt, Inc.), Sunbeam Corp. (Perrin-Paus Co.); Noxzema Chemical Co. (Sullivan, Stauffer, Colwell and Bayles, Inc.); Sperry and Hutchinson Co. for its S & H Green Stamps (Sullivan, Stauffer, Colwell and Bayles, Inc.), and the Gold Seal Company (North Advertising Agency, Inc.).
ORIGINATION:	NBC-TV's Ziegfeld Theatre, New York.
NBC PRESS REPRESENTATIVE:	Al Cammann (New York), Jane Westover (Hollywood).

------o-----

NBC-New York, 6/11/57

CREDITS FOR THE 'GEORGE SANDERS MYSTERY THEATRE' ON NBC-TV

PREMIERE DATE:	June 22, 1957
TIME:	Saturdays, NBC-TV, 9:00 p.m., EDT.
STAR:	George Sanders, host and sometimes star of the play.
FORMAT:	A new filmed mystery play each week.
PRODUCER-DIRECTOR:	Fletcher Markle
ART DIRECTOR:	George Brooks
DIRECTOR OF PHOTOGRAPHY:	Hal Mohr, A.S.C.
SUPERVISING EDITOR:	Henry Batista, A.C.E.
FILM EDITOR:	Robert B. Hoover
SET DECORATORS:	William Kiernan and Darrell Silvera.
FILMED AT:	Screen Gems, Hollywood
SPONSOR:	The Pabst Brewing Company.

GUEST HOSTESSES KATHI NORRIS, LEE MERIWETHER TO SUB FOR VACATIONING MARTHA SCOTT ON 'MODERN ROMANCES'

Martha Scott will be away from her hostess' spot on NBC-TV's MODERN ROMANCES (Monday through Friday, 4:45 p.m., EDT) for the next two weeks to make a movie in Hollywood.

Kathi Norris of NBC-TV's "True Story" program will fill in for Martha during the week of June 10-14. Lee Meriwether, former Miss America, will substitute during the week of June 17-21.

-----o-----

NBC-New York, 6/11/57

CREDITS FOR 'ADVENTURE THEATRE' ON NBC-TV

TIME:	NBC-TV, Saturdays, 10:30 to 11 p.m., EDT. (This is a repeat of a weekly filmed series. It will run from June 15 through Aug. 31. in the timespot of "Your Hit Parade.")
CAST:	Paul Douglas, as host. The cast varies weekly.
FORMAT:	A half-hour suspense and adventure drama.
PRODUCTION BY:	Revue Productions (Hollywood)
DIRECTOR:	Various
SCRIPT BY:	Various writers
SPONSORS:	(Alternating) -- Warner-Lambert, Inc., for Richard Hudnut's Quick Home Permanents, and American Tobacco Co. for Lucky Strike Cigarettes.
AGENCIES:	Kenyon and Eckhardt, Inc. (for Warner-Lambert, Inc.), Batten, Barton, Durstine and Osborn, Inc. (for American Tobacco Co.)
STARTING DATE ON NBC-TV: (THIS SEASON)	June 15, 1957
ORIGINAL STARTING DATE:	June 16, 1956.
NBC PRESS REPRESENTATIVE:	Priscilla Campbell (New York)

-----o-----

NBC-New York, 6/11/57

NBC TRADE NEWS
A SERVICE OF RCA

X-H

June 10, 1957

'THE BEST OF GROUCHO' TO BE PRESENTED ON NBC-TV AND RADIO THROUGH THE SUMMER

Contestants ranging from a countess to a pickpocket, from a boxing champion to a Calypso singer, from a columnist to a cowboy, will start a Summer parade into American homes when THE BEST OF GROUCHO begins its 13-week run on NBC-TV Thursday, June 27 (8-8:30 p.m., EDT), and on NBC Radio Saturday, June 22 (12:30-1 p.m., EDT).

"The Best of Groucho" is another name for 13 of the funniest YOU BET YOUR LIFE SHOWS from past seasons. This Summer, quizmaster Groucho Marx will trade quips with:

Dr. Giovanni -- self-styled "world's foremost pickpocket"; Tom Fears -- all-time football great; Sir Lancelot -- noted Calypso singer; Archie Moore -- world's light heavyweight champion; Gordon Scott -- a "Tarzan" interpreter; Sonia D'Andrea -- a Russian countess; Hoot Gibson -- cowboy star of the silent screen; Edouard Cournand -- internationally-known perfume manufacturer; Frank J. Swain -- Los Angeles County Superior Court judge; Henry McLemore -- columnist; Dave Ballard -- seven-foot, seven-inch giant; Harry Ruby -- songwriter (of "Three Little Words" fame); Dr. Sammy Lee -- Olympic diving champ.

(more)

In addition there will be such lesser-known personalities as "the tomato queen of the Ozarks," a Swiss yodeler, Miss America Jr., and the proprietor of a beauty parlor for dogs.

The opening "Best of Groucho" show will feature Dr. Giovanni with book salesman Mentor Klein, Gen. Clarence Shoop with Edyth Marsh and Agi and Arne Waldenstrom of Sweden.

"The Best of Groucho" is sponsored by De-Soto-Plymouth Dealers of America through Batten,Barton, Durstine & Osborn, Inc.

-----o-----

NBC-New York 6/10/57

NBC TELEVISION NEWS
A SERVICE OF RCA

June 10, 1957

"TODAY" TO VISIT OKLAHOMA FOR WEEK OF SPECIAL FEATURES FROM STATE'S SEMI-CENTINNIAL EXPOSITION

NBC-TV's TODAY show will originate at the Oklahoma Semi-Centennial Exposition Monday through Friday, June 17-22, where the state -- one of the youngest in the union -- will be celebrating its 50th anniversary.

Each day, the show will originate from a different section of the fairgrounds, located in Oklahoma City. These areas will include Boom Town, (a replica of a typical old Oklahoma boom town), an area devoted to exhibits of scientific progress, a band shell, and a midway.

On Monday, June 17, one of "Today's" highlights will be the re-enactment of an Indian assault on an Oklahoma fort. Gov. Raymond Gary of Oklahoma will be a guest Wednesday, June 19, and will proclaim that day "Dave Garroway Day" for the state. Another of Wednesday's features will be a remote telecast from a buffalo ranch.

Other features will include a film depicting the history of Oklahoma -- the land rushes, the inauguration of the first governor, the first boom town, and the border wars. Another film will profile Oklahoma today, showing its oil production, cattle ranching, farms, vast parks, mountains, and other recreational and economic aspects of its life.

("Today" is telecast on NBC-TV, Mondays through Fridays, 7-10 a.m., EDT).

-----o-----

June 10, 1957

ALFRED HITCHCOCK, S. MARK SMITH AND ALAN MILLER ARE THE EXECUTIVE PRODUCERS OF THREE INDIVIDUAL UNITS TO PRODUCE 'CRISIS' SERIES

Alfred Hitchcock, S. Mark Smith and Alan Miller have been set as executive producers of the three individual units that will produce "Crisis," NBC-TV's forthcoming series of mystery-suspense stories beginning Monday, Sept. 30 (10-11 p.m., EDT).

Twenty of the stories will be filmed and 22 will be presented live. The Alfred Hitchcock Unit in Hollywood (with the corporate name Shamley Productions) will produce 10 of the filmed dramas in the spine-tingling style for which Hitchcock is internationally famous. The 10 stories will be personally produced by Mr. Hitchcock.

S. Mark Smith, executive producer for the 22 live productions, was previously producer of the G-E Theatre Live Unit. Prior to that, he was editorial supervisor for the Maurice Evans "Hallmark Hall of Fame" series on NBC-TV, and served in a similar capacity for "The U.S. Steel Hour." The live dramas, will originate in New York.

Alan Miller heads up the third unit that will produce the other 10 stories on film. This unit is now completing its third season as producer of the "G-E Theatre" and comprises top production-direction-technical talent of Revue Productions. He is head of all productions at Revue.

-----o-----

NBC SPOT SALES

News

June 10, 1957

'CHAIN LIGHTNING,' NBC SPOT RADIO MERCHANDISING PLAN, OPERATES IN 4,000 SUPERMARKETS IN SIX METROPOLITAN AREAS

"Chain Lightning," a unique spot radio plan for merchandising products by point-of-sale displays, is now in operation in more than 4,000 chain and independent supermarkets and food stores in the metropolitan areas of six major cities, it was announced today by Jack Reber, Director of NBC Spot Sales.

Mr. Reber made the announcement in connection with the mailing to agency prospects this week of a brochure explaining the plan's operation by radio stations represented by NBC Spot Sales. The stations are located in New York, Philadelphia, Washington, Chicago, San Francisco and Honolulu.

"'Chain Lightning' combines the selling power of spot radio with the impact of point-of-sale displays in food stores to increase the sale of specific brands," Mr. Reber said. "According to a recent study of buying habits, impulse buying accounts for 60 per cent of all supermarket sales. The 'impulse' sales result from the sight of a product which has been effectively advertised."

(more)

2 - 'Chain Lightning'

Under the "Chain Lightning" plan, the six radio stations have contracted with chain and independent supermarkets and food stores in their areas to provide special display space for advertisers Sponsors can qualify for these special displays by scheduling a spot radio advertising campaign on one or more of the "Chain Lightning" stations.

As part of the "Chain Lightning" plan, six of the radio stations represented by NBC Spot Sales offer an effective merchandising plan to advertisers through the national organization, "Luncheon is Served." By special arrangement, this group, which serves luncheon to women's clubs and similar organizations, promotes the advertiser's product by featuring it at a special table and by serving it on the menu. If the product is a non-food item, free samples are distributed In New York last year, more than 150,000 women were served at these luncheons.

Qualifying advertisers have utilized this service on the following stations: WRCA, New York; WRC, Washington; WMAQ, Chicago; WRCV, Philadelphia; KNBC, San Francisco; and KOMO, Seattle-Tacoma.

Stations on which the "Chain Lightning" plan is now available are: WRCA, New York; WRCV, Philadelphia; WRC, Washington; WMAQ, Chicago; KNBC, San Francisco; and KGU, Honolulu, Hawaii.

-----o-----

NBC-New York, 6/10/57

CORRECTION PLEASE

In the NBC-TV SUMMER PROGRAM SCHEDULE, released June 6, 1957, please make the following change:

The first listing under Saturday should read 7:30-8:00 p.m., EDT -- PEOPLE ARE FUNNY -- instead of the 7:00-7:30 time indicated for this program.

"PANIC!" DRAMA TELLS STORY OF DOCTOR'S QUEST FOR PEOPLE WHO ATE POISONED FOOD; HE FINDS HE'S IN GROUP HIMSELF

A small-town general practitioner discovers a patient dead of botulism on NBC-TV's PANIC! program Tuesday, June 18 (8:30 p.m., EDT). The doctor, James Bennett, discovers the dead man had eaten toxic canned meat patties bought at a charity bazaar. The physician has only a few hours to discover the identity of the others who might have eaten some of the tainted food -- and they include himself.

Marshal Thompson stars as the doctor. Others in the cast include Barbara Knudson as Beth Bennett, Mary Carroll as Edna, Claire Meade as Mrs. Higgins, George Taylor as Mr. Milliken, Ted Jacques as the mailman and Joan Fotre as Mrs. Milliken.

-----o-----

NBC-New York, 6/10/57

'TODAY' SCORES TWICE IN DAY: WITH INTERVIEW WITH AMERICAN SOLDIER ACCUSED OF KILLING JAPANESE WOMAN, AND A REPORT FROM MAYFLOWER II

NBC-TV's TODAY show this morning presented an exclusive filmed interview with U.S. Specialist 3rd Class William S. Girard -- the soldier accused of killing a Japanese woman -- and a direct radio interview from the Mayflower II, replica of the famed Pilgrim vessel.

Jim Robinson, NBC's Tokyo correspondent, asked Girard: "Some folks back in the United States say you're being sold down the river. What do you think of that?"

"Well, right now I couldn't tell," said Girard. "As far as I'm concerned, I'm in good hands right now. I have a lot of confidence in the people who are working with me, and we're going to present the case in a Japanese court."

"I hope to get married as soon as this is over -- if not sooner," he added.

In the radio communication with the Mayflower II, it was learned that the ship was bucking strong winds and making only two knots an hour.

Although 65 miles from Nantucket Lighthouse at 9 a.m., EDT, the captain did not expect to arrive at Plymouth, Mass., before late this afternoon. Wind conditions could alter this prediction by several hours, it was said.

("Today" is telecast Mondays through Fridays on NBC-TV, 7-10 a.m., EDT.)

-----o-----

NBC-New York, 6/10/57

NBC A SERVICE OF RCA

FOR RELEASE MONDAY A.M. JUNE 10

The following statement was released today by the National Broadcasting Company in connection with the report of the House Antitrust Subcommittee:

It is encouraging that the House Antitrust Subcommittee gives such forthright recognition to the pioneering role of the networks in developing, at great financial outlay and risk, the medium of television. We are gratified that the Subcommittee, after months of study, has concluded that network operations are "indispensable to television broadcasting."

With regard to the specific practices or transactions questioned by the Subcommittee, we feel it would be inappropriate to comment at this time since they are under active study by the government agency concerned or are in the process of litigation before the courts.

The Subcommittee sums up the role of the networks by saying they have performed "an outstanding service in bringing to the American public, on a simultaneous, nationwide basis, public service, cultural and entertainment programs of national interest." The Report points out that network-originated programs attract the largest viewing audiences and that they do so in large measure because of the

(more)

"pioneering efforts, the imagination and the creative energies of the network organizations, who, when television was still unproved, were willing to invest hundreds of millions of dollars in its future and, at enormous loss to themselves, to bring to the American viewing audience a widely varied schedule of entertainment, public affairs, news and sports programs."

To this we can only add that the American system of free enterprise broadcasting is the most fiercely competitive industry in the nation today. Out of an intense and continuing three-network competition has emerged the finest television service the world over -- a service that is only in its infancy and that holds infinite promise for the future.

-----o-----

NBC-New York, 6/7/57

NBC TRADE NEWS
A SERVICE OF RCA

June 7, 1957

COMEDIAN JACK PAAR TO STAR IN NBC-TV LATE-NIGHT VARIETY SHOW REPLACING 'TONIGHT!' ON MONDAY-THROUGH-FRIDAY SCHEDULE

Comedian Jack Paar will star in a new, late-night variety show on NBC-TV, it was announced today by Manie Sacks, Vice President, Television Network Programs for the National Broadcasting Company.

The show will be telecast Monday through Friday from 11:30 p.m. to 1 a.m., NYT. Starting date for the show is set for mid-July. Paar's new presentation will replace the current "Tonight!" program.

"The format of the show will be hinged on comedy, music, guests and audience participation," Mr. Sacks said. "It will be a free-wheeling live variety show which will give Paar an opportunity to express a full range of his talents. The new show is a continuing of NBC's policy of late-night, live entertainment."

The show will work in close association with the recording industry, Mr. Sacks said. Top recording artists will play an important part in the show's format.

Regulars on the show, in addition to Paar, will be an orchestra leader who will take an active part in the proceedings, a

(more)

12-piece orchestra, an announcer and two members of a three-man panel. The panel will discuss and debate current subjects, both in show-business and out. A guest comedian will serve as the third member of the panel each night.

The Paar show will originate from a television theatre and will have a studio audience. The audience will be used by Paar not only for interviews but for other features as well. Paar's ad lib interviews have become a trademark with him.

Paar was signed to the show, Mr. Sacks said, because of the excellent job he performed last Summer when he substituted for Steve Allen when Allen was star of "Tonight."

-----o-----

NBC-New York, 6/7/57

NBC TRADE NEWS
A SERVICE OF RCA

June 7, 1957

NBC-TV'S THREE-HOUR BLOCK OF SATURDAY MORNING AND EARLY AFTERNOON PROGRAMS IS 75 PER CENT SOLD OUT THROUGH THE END OF THE YEAR

NBC Television's three-hour block of Saturday morning and early afternoon programs is 75 per cent sold out through the end of the year, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

The three-hour period, from 10 a.m. to 1 p.m., EDT, is made up of four children's and two adult programs. The shows and their sponsors follow:

HOWDY DOODY (10-10:30 a.m.) -- Sponsoring the first quarter-hour segment of this long-running children's show (now in its 10th year on NBC-TV), through December, is the Sweets Company of America. The Continental Baking Company sponsors the second quarter-hour of the program and has renewed its sponsorship for another year effective June 15.

THE GUMBY SHOW (10:30-11 a.m.) -- Sponsored by the Sweets Company of America, through Sept. 28, during the second 15-minute segment. ANDY'S GANG, a filmed children's show with Andy Devine, will replace "Gumby" starting Oct. 5,

(more)

and will be sponsored on alternate Saturdays by the Minnesota Mining and Manufacturing Company through May, 1958.

FURY (11-11:30 a.m.) -- The General Foods Corporation and the Borden Company sponsor this adventure series on alternate-weeks and have renewed their sponsorships for 52-weeks, effective July 13 and July 20, respectively.

CAPTAIN GALLANT OF THE FOREIGN LEGION (11:30 a.m.-12 noon) -- Foreign Legion adventures, starring Buster Crabbe in the title role, and sponsored by the H.J. Heinz Company.

TRUE STORY (12 noon-12:30 p.m.) -- Daytime adult drama program, with Kathi Norris as hostess-narrator, and sponsored by Sterling Drug, Inc., during the second quarter-hour segment.

DETECTIVE'S DIARY (12:30-1 p.m.) -- Exciting exploits of Mark Saber, private eye, and sponsored by Sterling Drug, Inc., during the first 15-minute segment.

The Henry Eisen Advertising Agency represents the Sweets Company of America; Ted Bates & Co., Inc. represents the Continental Baking Co.; Batten, Barton, Durstine and Osborn, Inc., is the agency for the Minnesota Mining and Mfg. Co.; Benton and Bowles, Inc., represents General Foods and the Borden Company; Maxon, Inc., represents the H.J. Heinz Company and Dancer-Fitzgerald-Sample, Inc., is the agency for Sterling Drug, Inc.

-----o-----

NBC-New York, 6/7/57

NBC TRADE NEWS
A SERVICE OF RCA

June 7, 1957

STANDARD BRANDS BUYS ADDED TIME ON NBC-TV'S "QUEEN FOR A DAY" AND RENEWS SPONSORSHIP OF WEEKLY SEGMENT ON "TIC TAC DOUGH"

Standard Brands, Inc., has purchased an additional quarter-hour segment of NBC-TV's QUEEN FOR A DAY (Monday-through-Friday, 4-4:45 p.m., EDT) and has renewed its sponsorship of a weekly 15-minute segment of the network's TIC TAC DOUGH (Monday-through-Friday, 12 noon-12:30 p.m., EDT), it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

Standard Brands' new purchase on "Queen for a Day," NBC-TV's high-rated audience participation show, calls for the advertiser to sponsor the 4:15-4:30 p.m. segment on alternate Tuesdays over a 52-week period starting July 9. Standard Brands currently sponsors this segment on the other alternate weeks and also sponsors the Tuesday 4-4:15 p.m. period every week. The new order will give the company a full half-hour sponsorship, from 4-4:30 p.m., each Tuesday beginning July 2.

The renewal on "Tic Tac Dough," which continues to lead its competition according to the latest (May 1) Nielsen Television Index, will extend Standard Brands' current sponsorship of the program's Tuesday 12 noon-12:15 p.m. segment for 52-weeks effective Aug. 13.

Ted Bates and Company is the agency for Standard Brands, Inc.

-----o-----

NBC-New York, 6/7/57

MONITOR
THE NBC WEEK-END RADIO SERVICE

June 7, 1957

MONITOR'S SECOND YEAR NETS BILLINGS OF $3,300,000--A 35% INCREASE;
21 NEW SPONSORS SIGNED CONTRACTS SINCE JAN. 1, 1957

A total of $3,300,000, representing an increase of 35 per cent in net billings over the previous year, was spent by advertisers during the second program year of MONITOR, NBC Radio's weekend service, it was announced today by Matthew J. Culligan, Vice President of the NBC Radio Network.

Mr. Culligan pointed out that MONITOR has had more than 80 advertisers since its inception on June 12, 1955, and that the roster has been increased by 21 new accounts since Jan. 1, 1957. During the two-year period, a total of 10,485 participations have been sold.

"MONITOR'S success is positive proof of the fact that a major portion of radio listening is out-of-the-living-room and out-of-home," Mr. Culligan said. "Conventional surveys fail to adequately measure this large portion of the radio audience, since America is primarily a nation on the move.

"Masses of people have radios with them wherever they go -- to parks, beaches and mountain cabins. Even in their homes, people listen to radio in their basements and attics as well as in the living room -- for the average American family has an average of three radios, including car radios.

(more)

"On weekends, when America moves out of doors and on the highways, clients move to MONITOR. Advertisers have discovered through their sales effectiveness studies that MONITOR sells merchandise -- and many sponsors have returned to renew their schedules."

The MONITOR concept of participating sponsorship, which offered advertisers the most flexible radio sales plan ever devised and was subsequently copied by other networks, was an immediate success when it was launched in 1955. The week before the program went on the air, it was 70 per cent sold out, with almost $1,000,000 in net billings on the books.

MONITOR sponsors have ranged from the Republican National Committee to Hazel Bishop, Inc. and from Mack Trucks to Gruen Watch Co. The advertisers have engaged in many fields of business and industry, including motor cars, communications, jewelry, cigarettes, publishing, beer, cosmetics, gasoline, insurance, writing materials, bus lines, pharmaceuticals, trade associations, motion pictures, groceries, fruit growing, sporting goods, automobile accessories, radios, airlines, appliances and cleaning compounds.

News advertisers who have taken Monitor schedules since Jan. 1, 1957, include: Rambler Division of American Motors; Bon Ami Co.; Chrysler and Dodge Divisions of Chrysler Corp.; Columbia Pictures Evinrude Motors; General Foods; General Mills; Insurance Company of North America; Knapp-Monarch Co.; Liggett & Myers (L & M); P. Lorillard Co. (Kent); Maytag Co.; Midas Muffler Shops; Motorola, Inc.; Northwest Orient Airlines; Norwich Pharmacal Co.; Plough, Inc.; Princeton Mills; Schick, Inc.; Simoniz Co.; Waverly Fabrics; Pabst Brewing Co.; and Pepsi-Cola Co. (the first time it has used network radio).

-----o-----

NBC-New York, 6/7/57

NBC
MATINEE
THEATER

June 7, 1957

EXECUTIVE PRODUCER ALBERT McCLEERY OF 'NBC MATINEE THEATER'
OFF TO LONDON, PARIS AND ROME ON TALENT AND STORY QUEST

Albert McCleery, executive producer of the NBC MATINEE THEATER (NBC-TV, Mondays through Fridays, 3-4 p.m., EDT) will leave Los Angeles tonight (June 7) on the first lap of a trip to London, Paris and Rome to seek new talent and literary properties for the program.

His London appointments will be with estate executors of play-publishing houses in a bid for American television rights to English theatrical properties never before presented in this country. McCleery will arrange for translation of French mystery stories unknown here, while he is in Paris, and in Rome he will audition young performers.

McCleery is due back in Hollywood June 25.

5-WAY TIE BROKEN AS WOMAN WINS 'BOAT SHOWCASE' AMONG 863,778 ENTRANTS ON 'PRICE IS RIGHT'

Mrs. Eugene Burns of 224 W. Manheim Street, Philadelphia, Pa., broke a five-way tie to win the "Boat Showcase" on NBC-TV's THE PRICE IS RIGHT (Mondays through Fridays, 11 a.m., EDT). Emcee Bill Cullen announced the winner's name on the show today.

The winner and four other entrants, from among 863,778 persons who sent in postcards, exactly guessed $2,511.25 as the total price of the items in the "Showcase." In a bidding run-off among the five on one item in the showcase, -- Mrs. Burns had the nearest bid and was declared winner. She will receive: A pair of Apco water skis, $28.35; a fishing rod, $32.50; a Puritan sweater shirt, $10.95; boat speedometer, $5.95; two Mercury "Mark 25" motors, $790; Tee Nee trailer, $248.50, and a Lone Star El Dorado boat, $1,395. The items in the "Boat Showcase" were displayed on "The Price Is Right" during the week of May 27.

-----o-----

HIS MAMA DONE 'TOLL' HIM

NBC-TV's TRUTH OR CONSEQUENCES, turned up one of the shortest "long distance" calls on record recently.

Mrs. Irene Turman of Wilmington, Calif., happily entered a phone booth to carry out her "consequence" -- a phone call to her Air Force son, Roger, presumably in Oscota, Mich. After a brief conversation, Mrs. Turman's joy soared higher when the wall of the phone booth was raised and her son was seated there.

-----o-----

NBC-New York, 6/7/57

NBC TELEVISION NEWS
A SERVICE OF RCA

June 7, 1957

HIGH ENTHUSIASM FOR NBC EDUCATIONAL TELEVISION PROJECT IS EXPRESSED IN TRIBUTES FROM ETV STATIONS

The enthusiasm of the nation's ETV stations for the NBC Educational Television Project, undertaken in cooperation with the Educational Television and Radio Center at Ann Arbor, Mich., has been nowhere more evident than in the tributes coming into network headquarters with the close of the Project's first 13-week program cycle (June 7).

The ETV stations were linked together March 13 to receive their first live interconnected broadcasts: five weekly programs devoted to American literature, American government, world geography, mathematics and opera history. Progress reports on what has been described as "the first break-through of higher education on the commercial networks" have been coming from all parts of the country.

From Lincoln, Neb.: "In addition to enabling Nebraskans to receive live network educational programs originating from both New York and Washington cultural centers, the five program series provided many local viewers with their first taste of ETV," writes Jack McBride, director of KUON-TV, University of Nebraska station. "Because of local situation, heretofore KUON-TV programmed only

(more)

mornings and afternoon hours. Network series enabled us to reach an untapped early evening audience. We look forward to a long and mutually rewarding cooperation between NBC, ETRC and 24 ETV stations."

From Pittsburgh: "We would like to go on record as saying that we believe the live series has been a valuable contribution to our programming," writes Ralph J. Tangney, program manager of community station WQED. "The productions have been skillful, reflecting a respect for content as well as a search for new ideas and production techniques.....The harvest is for the future. The Spring NBC series represents a fine beginning. We look for an extension of the ideas and techniques developed in the new program areas in the Fall. NBC and the ETRC are to be congratulated for their vision and courage in undertaking this experiment."

From Cincinnati: "I wish to express our appreciation of the exceptional programs we have been privileged to broadcast," says Uberto T. Neely, general manager of community station WCET. "The fact that a national broadcasting company, recognizing the importance of the ETV movement in our United States, makes available its network facilities without charge to ETV stations, in cooperation with the Center in Ann Arbor, has raised the programming sights of all our local ETV stations, and has emphasized the importance nationally of educational television in America. We sincerely hope that the proposed continuation of this NBC and Center service to ETV stations next October will materialize. It cannot help but advance the standards of ETV everywhere."

From Detroit: "Each series is outstanding for caliber of resource person employed, as well as visual teaching aids," said

(more)

Henry D. Brown, chairman of the general committee of the Detroit Educational Television Foundation, which operates community station WTVS-TV. "Production, while of high quality, did not evidence the garishness sometimes met in popular approaches to educational TV programs. Response from people interested in educational television and stimulation of interest of those formerly outside the pale have been most gratifying."

From New Orleans: "Let me attempt to convey my personal gratitude for all that you have done to further the development of educational television in generation, and of Station WYES in particular," said Mrs. Louis Abramson Jr., chairman of the board of trustees of the Greater New Orleans Educational Television Foundation, which operates community station WYES. "The NBC series has contributed immeasurably and has reinforced our confidence in this project."

From Chicago: "The programs were nicely mounted and the educational material was sincerely handled," said Jim Robertson, program manager of WTTW. "We are glad that nobody tried to make them baby spectaculars, for this would have doomed them to certain failure. The improvement in the telecasts as each series has progressed has been notable and gives promise of an even stronger strip of programs in the Fall. We've reserved the time in our schedule and have high hopes for a continuation of this important venture in educational television."

From East Lansing, Mich.: "The resources and experience of the network in combination with the educational guidance and leadership of the Center have resulted in an outstanding contribution to

(more)

educational television," said Armand L. Hunter, station manager of WKAR-TV, Michigan State University station.

From Memphis, Tenn.: "This has been a most significant development in educational television, the recognition of a commercial network of educational television, and providing the services of its live network lines," said Keith J. Nighbert, program director of community station WKNO-TV. "It is most exciting for this station to present to its audiences the excellent production and lectures of the NBC Opera group and Dr. Van Nostrand. We are anxiously and eagerly awaiting the next program series this Fall."

NBC has been sending the programs out live from New York to the ETV stations over its regular network facilities from 6:30 to 7 p.m., EDT, Monday through Friday. A second 13-week program cycle is scheduled for the Fall.

-----o-----

NBC-New York, 6/7/57

Attention, Sports Editors

CREDITS FOR NATIONAL OPEN GOLF CHAMPIONSHIP TELECAST ON NBC-TV

DATE AND TIME:	NBC-TV, Saturday, June 15, starting at approximately 4 p.m., EDT (or following "Major League Baseball" telecast) and continuing until 7 p.m., EDT. (Stations not carrying baseball will pick up golf no later than 5 p.m., EDT.)
PROGRAM COVERAGE:	Action at the final four holes of the 57th annual National Open Golf Championship at Inverness Country Club, Toledo, Ohio. Eight TV cameras will be used for the telecast. This is the fourth straight year that NBC-TV has covered the event. Holes being televised are: No. 15 -- 468 yards; No. 16 -- 412 yards; No. 17 -- 451 yards; No. 18 -- 330 yards. All are par 4 holes.
COMMENTATORS:	Lindsey Nelson, Chick Hearn, Jim Simpson.
PRODUCER:	Perry Smith.
DIRECTORS:	Jack Dillon and Jim Kitchell.
NBC PRESS REPRESENTATIVE:	Bob Goldwater (New York).

-----o-----

NBC-New York, 6/7/57

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

NBC COLOR TELECAST SCHEDULE
June 16 - 22 (All Times EDT)

Sunday, June 16

9-10 p.m. -- GOODYEAR PLAYHOUSE -- "Your Every Wish" by Clifford Goldsmith, starring Don Ameche, Neva Patterson and Audrey Christie.

Monday, June 17

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "Liza."

8-8:30 p.m. -- THE ADVENTURES OF SIR LANCELOT -- Starring William Russell. Tonight's episode: "The Thieves."

9:30-10:30 p.m. -- ROBERT MONTGOMERY PRESENTS -- "The Weather Lover," by Milton Gelman, starring Edward Andrews, with Jan Miner, Sally Kemp, Norman Rose, Joseph Campanella and Mary Kay Wells.

Tuesday, June 18

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "Three Kids."

8-8:30 p.m. -- THE ARTHUR MURRAY PARTY -- Starring Kathryn Murray.

Wednesday, June 19

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "Pigeons and People."

(more)

Wednesday, June 19 (Cont'd)

8-8:30 p.m. -- MASQUERADE PARTY -- With panelists Betsy Palmer, Ilka Chase, Johnny Johnston. Eddie Bracken is emcee.

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "Nothing Personal," by John Whedon, starring Robert Preston.

Thursday, June 20

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "Things Hoped For."

10-11 p.m. -- LUX VIDEO THEATRE -- "Edge of Doubt."

Friday, June 21

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "Mr. Windigo."

Saturday, June 22

8-9 p.m. -- THE JULIUS LA ROSA SHOW, starring Julius La Rosa with guests June Valli, George De Witt, The Kovacs, acrobats, and the singing Everly Brothers.

* * *

THE FOLLOWING WILL APPEAR ON WRCA-TV ONLY:

Monday-Friday, June 17-21	10:38 - 10:43 a.m. -- WRCA-TV WINDOW.
Saturday, June 22	11:00 - 11:15 p.m. -- SAVARIN NEWS.

-----o-----

NBC-New York, 6/7/57

NBC TELEVISION NEWS

A SERVICE OF RCA

June 6, 1957

NBC-TV SUMMER PROGRAM SCHEDULE
For Sunday Afternoons And Every Evening

Following is a schedule showing the NBC-TV Summer program lineup for Sunday afternoons and every evening. The dates shown are all-inclusive -- they indicate starting and last-telecast dates for the Summer series.

(NOTE: The Monday-through-Saturday daytime schedule is not included in this listing. With the exception of BRIDE AND GROOM (starting July 1, Mondays through Fridays, 2:30 to 3 p.m., EDT), the present daytime lineup remains unchanged.)

SUNDAY

June 23 through Sept. 8, NO NETWORK SERVICE until 3:30 P.M., EDT.

3:30-4:00 P.M.	MR. WIZARD
4:00-4:30 P.M.	AMERICAN FORUM alternating with YOUTH WANTS TO KNOW
4:30-5:00 P.M.	ZOO PARADE
5:00-5:30 P.M.	FRONTIERS OF FAITH
5:30-6:00 P.M.	OUTLOOK
6:00-6:30 P.M.	MEET THE PRESS

(more)

SUNDAY (CONT'D)

*6:30-7:00 P.M.	ROY ROGERS through June 23.
7:00-7:30 P.M.	COWBOY THEATER starting June 9.
7:30-8:00 P.M.	CIRCUS BOY (repeats) June 30 through Sept 15
8:00-9:00 P.M.	STEVE ALLEN SHOW continues live.
9:00-10:00 P.M.	ALCOA-GOODYEAR through Sept. 29 (live)
10:00-10:30 P.M.	THE WEB - July 7 through Sept 29.

MONDAY

7:30-7:45 P.M.	NAT KING COLE SHOW - through Sept. 2
7:45-8:00 P.M.	NBC NEWS - through Sept 2
8:00-8:30 P.M.	ADVENTURES OF SIR LANCELOT (repeats) June 24 through Sept. 16
8:30-9:00 P.M.	ACTION TONIGHT (film anthology) July 15 through Sept. 2
9:00-9:30 P.M.	TWENTY-ONE
9:30-10:00 P.M.	ARTHUR MURRAY PARTY - July 1 through Sept. 16
10:00-10:30 P.M.	TBA (To be announced)

TUESDAY

7:30-7:45 P.M.	ANDY WILLIAMS-JUNE VALLI SHOW - July 2 through Sept. 3
7:45-8:00 P.M.	NBC NEWS - through Sept. 3
8:00-8:30 P.M.	FESTIVAL OF STARS (film anthology) July 2 through Sept. 17
8:30-9:00 P.M.	PANIC! (repeats) July 9 through Sept. 17
9:00-9:30 P.M.	MEET McGRAW - starts July 2
9:30-10:00 P.M.	TBA
10:00-10:30 P.M.	TBA

* COWBOY THEATER extended to one hour (6:30-7:30 P.M.) starting June 30.

(more)

WEDNESDAY

7:30-7:45 P.M.	HELEN O'CONNELL SHOW - through Sept. 4
7:45-8:00 P.M.	NBC NEWS - through Sept. 4
8:00-8:30 P.M.	MASQUERADE PARTY - through Sept. 4
8:30-9:00 P.M.	FATHER KNOWS BEST (repeats) June 12-Sept 18
9:00-10:00 P.M.	KRAFT TELEVISION THEATRE - continues live.
10:00-10:30 P.M.	THIS IS YOUR LIFE (repeats) June 26 through Sept.18

THURSDAY

7:30-7:45 P.M.	ANDY WILLIAMS-JUNE VALLI SHOW - July 25-Sept. 5
7:45-8:00 P.M.	NBC NEWS - through Sept. 5
8:00-8:30 P.M.	YOU BET YOUR LIFE (repeats) June 27-Sept. 19
8:30-9:00 P.M.	DRAGNET (repeats) through Sept. 26
9:00-9:30 P.M.	PEOPLE'S CHOICE (repeats) June 13-Sept. 26
9:30-10:00 P.M.	TBA
10:00-11:00 P.M.	LUX VIDEO THEATRE

FRIDAY

7:30-7:45 P.M.	HELEN O'CONNELL SHOW - through Sept. 6
7:45-8:00 P.M.	NBC NEWS - through Sept. 6
8:00-8:30 P.M.	BLONDIE (repeats) July 5-Sept. 27
8:30-9:00 P.M.	LIFE OF RILEY (repeats) June 14-Sept. 6
9:00-9:30 P.M.	JOSEPH COTTEN SHOW--ON TRIAL! (repeats) June 21-Sept. 13
9:30-10:00 P.M.	BIG MOMENT (sports films) July 5-Aug. 23
10:00 P.M. TO CONCLUSION	CAVALCADE OF SPORTS - Boxing continues live
10:45 P.M.-- OR IMMEDIATELY FOLLOWING "CAVALCADE OF SPORTS"-11 P.M.	RED BARBER'S CORNER.

(more)

4 - NBC-TV Summer Schedule

SATURDAY

7:00-7:30 P.M.	PEOPLE ARE FUNNY (repeats) June 15-Sept. 7
8:00-9:00 P.M.	JULIUS LA ROSA SHOW - June 15-Sept. 7
9:00-9:30 P.M.	GEORGE SANDERS MYSTERY THEATRE - June 22-Sept. 14
9:30-10:00 P.M.	DOLLAR A SECOND - June 22-Sept. 21
10:00-10:30 P.M.	ENCORE THEATRE - filmed anthology - July 6-Sept. 14
10:30-11:00 P.M.	ADVENTURE THEATRE - film anthology - June 15-Aug. 31

-----o-----

NBC-New York, 6/6/57

NBC RADIO NETWORK NEWS

June 6, 1957

SEARCH FOR "MOST BEAUTIFUL VOICE IN AMERICA" TO CONCLUDE WITH NAMING OF WINNER ON NBC RADIO'S "MONITOR" JUNE 16

A cantor from California, a Tennessee mother, a sixth-grade Wisconsin schoolteacher, an airforce lieutenant and an aircraft factory foreman are among those chosen as local winners in the NBC Radio Network "Most Beautiful Voice in America" contest.

The speaking voice search, sponsored by NBC with the cooperation of network affiliate stations, began in mid-April and ends with the announcement of the winner on "Monitor" Sunday, June 16, 9:45 p.m., EDT. The five finalists, yet to be announced, will be heard in special interviews that evening between 7 p.m. and 9:30 p.m., EDT.

Thousands of voices have been recorded by affiliate stations throughout the country and Hawaii. The best voices, judged locally, have been re-recorded and sent to the New York panel of judges who will choose the five finalists and the eventual "Most Beautiful Voice in America" winner.

The three-man panel of judges includes Bob Hope; Professor Ormon Drake of New York University and director of Town Hall, Inc.; and Clifton Fadiman, moderator of NBC Radio's "Conversation" program.

(more)

The youngest local winner to date is an 18-year-old Wesleyan College freshman. The oldest finalist entrant is a 56-year-old Tucson, Ariz., factory foreman.

The winner will receive an NBC talent contract, a 1957 Nash Ambassador sedan, a Polaroid camera and choice of any of five "Dream Vacations for Two," which include an 18-day Magicruise to the Far East via Japan Air Lines; a 62-day safari to Africa on a Farrell Steamship Lines Flagship; a two-week tour of the capital cities of Europe via Scandinavian Airlines; a 12-day Caribbean cruise aboard a Grace Line Cruiseship; and a seven-day vacation in Hawaii via United Air Lines.

The second-place winner receives a Winter Colonial grand piano, camera and choice of remaining four trips. Third, fourth and fifth place winners will receive choice of remaining trips and cameras.

-----o-----

NBC-New York, 6/6/57

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

NBC COLOR TELECAST SCHEDULE FOR JULY, 1957 (ALL TIMES EDT)

Monday through Friday, July 1-5

1:30-2:30 p.m. -- CLUB 60.

3:00-4:00 p.m. -- NBC MATINEE THEATER.

Monday, July 1

9:30-10:00 p.m. -- THE ARTHUR MURRAY PARTY -- Starring Kathryn Murray.

Wednesday, July 3

9:00-10:00 p.m. -- KRAFT TELEVISION THEATRE -- "The Long Flight" by De Witt Copp.

Thursday, July 4

10:00-11:00 p.m. -- LUX VIDEO THEATRE.

Saturday, July 6

8:00-9:00 p.m. -- THE JULIUS LA ROSA SHOW.

Sunday, July 7

9:00-10:00 p.m. -- THE ALCOA HOUR.

Monday through Friday, July 8-12

1:30-2:30 p.m. -- CLUB 60.

3:00-4:00 p.m. -- NBC MATINEE THEATER.

Monday, July 8

9:30-10:00 p.m. -- THE ARTHUR MURRAY PARTY -- Starring Kathryn Murray.

(more)

Wednesday, July 10

9:00-10:00 p.m. -- KRAFT TELEVISION THEATRE.

Thursday, July 11

10:00-11:00 p.m. -- LUX VIDEO THEATRE.

Saturday, July 13

8:00-9:00 p.m. -- THE JULIUS LA ROSA SHOW.

Sunday, July 14

9:00-10:00 p.m. -- GOODYEAR PLAYHOUSE.

Monday through Friday, July 15-19

1:30-2:30 p.m. -- CLUB 60.

3:00-4:00 p.m. -- NBC MATINEE THEATER.

Monday, July 15

9:30-10:00 p.m. -- THE ARTHUR MURRAY PARTY -- Starring Kathryn Murray.

Wednesday, July 17

9:00-10:00 p.m. -- KRAFT TELEVISION THEATRE.

Thursday, July 18

10:00-11:00 p.m. -- LUX VIDEO THEATRE.

Saturday, July 20

8:00-9:00 p.m. -- THE JULIUS LA ROSA SHOW.

Sunday, July 21

9:00-10:00 p.m. -- THE ALCOA HOUR.

Monday through Friday, July 22-26

1:30-2:30 p.m. -- CLUB 60.

3:00-4:00 p.m. -- NBC MATINEE THEATER.

(more)

3 - Color Schedule for July

Monday, July 22

9:30-10:00 p.m. -- THE ARTHUR MURRAY PARTY -- Starring Kathryn Murray.

Wednesday, July 24

9:00-10:00 p.m. -- KRAFT TELEVISION THEATRE.

Thursday, July 25

10:00-11:00 p.m. -- LUX VIDEO THEATRE.

Saturday, July 27

8:00-9:00 p.m. -- THE JULIUS LA ROSA SHOW.

Sunday, July 28

9:00-10:00 p.m. -- GOODYEAR PLAYHOUSE.

Monday through Wednesday, July 29-31

1:30-2:30 p.m. -- CLUB 60.

3:00-4:00 p.m. -- NBC MATINEE THEATER.

Monday, July 29

9:30-10:00 p.m. -- THE ARTHUR MURRAY PARTY -- Starring Kathryn Murray.

Wednesday, July 31

9:00-10:00 p.m. -- KRAFT TELEVISION THEATRE.

-----o-----

NBC-New York, 6/6/57

CREDITS FOR 'AMERICAN FORUM' ON NBC-TV AND NBC RADIO

TIME:	Sunday, NBC-TV, 3-3:30 p.m., EDT; moving to 4-4:30 p.m., EDT on Sunday, June 23. NBC Radio as part of "Monitor" Sunday, 10:30-11 p.m., EDT.
FORMAT:	Unrehearsed discussion program with headline personalities as guests.
PRODUCER:	Theodore Granik.
ASSOCIATE PRODUCER:	Julian Bartolini.
DIRECTOR:	Rene Marechal.
MODERATOR:	Stephen McCormick.
TECHNICAL DIRECTOR:	William Wells.
PRODUCTION SUPERVISOR:	Doris Corwith.
ORIGINAL STARTING DATE:	NBC-TV -- May 22, 1949; NBC Radio -- Oct. 30, 1949.
ORIGINATION:	Washington or New York.
NBC PRESS REPRESENTATIVE:	Joe Ryan (New York).

NBC-New York, 6/6/57

NBC
A SERVICE OF RCA

June 5, 1957

NBC OFFERS EISENHOWER TIME TO ANSWER KHRUSHCHEV

The National Broadcasting Company has offered President Eisenhower or a designated government spokesman the facilities of its television network to comment on the issues raised by Nikita Khrushchev in his interview on CBS last Sunday afternoon.

The NBC offer was made in a telegram sent Monday morning, June 3, to James C. Hagerty, the President's Press Secretary, by Davidson Taylor, Vice President, Public Affairs, for NBC.

Thus far no official reply has been received from Mr. Hagerty or the White House.

The text of Mr. Taylor's telegram follows:

"In a filmed interview yesterday afternoon over the CBS Television Network, Nikita Khrushchev expressed certain points of view concerning the future of the capitalistic system, the prospects of disarmament and Communist relationships with the free world. Since it is NBC's conviction that the views of the United States Government on these vital issues

(more)

deserve comparable public dissemination within this country, the NBC Television Network is offering the President, or a designated government spokesman, a similar opportunity to comment on the issues raised by Mr. Khrushchev. In the event that this broadcast can be arranged over the NBC Television Network, it is our intention to film the program and offer it for re-broadcast in the Soviet Union as well as in all countries which have television systems. We would be happy to consult with you concerning an agreeable time period and method of presentation. Best wishes."

-----o-----

NBC-New York, 6/5/57

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

SIX SPECIAL ONE-HOUR COLORCASTS STARRING JERRY LEWIS TO BE SPONSORED BY THE OLDSMOBILE DIVISION OF GENERAL MOTORS ON NBC IN 1957-58 SEASON

The Oldsmobile Division of General Motors Corp. will sponsor six special one-hour programs starring Jerry Lewis over NBC-TV during the 1957-58 television season.

Announcement of the purchase was made jointly today by Jack F. Wolfram, Vice President of General Motors Corp. and General Manager of its Oldsmobile Division, and William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

All six of the special programs will be telecast in color.

Exact dates and times for the hour-long Jerry Lewis shows will be announced at a future date.

D.P. Brother and Company is the advertising agency for the Oldsmobile Division.

NBC-New York, 6/5/57

NBC TRADE NEWS
A SERVICE OF RCA

June 5, 1957

$500,000 IN NEW AND RENEWAL BUSINESS PLACED WITH NBC RADIO BY FIVE ADVERTISERS IN PAST WEEK

NBC Radio's net billings continued to climb during the past week as $500,000 in new and renewal business was placed with the network by five advertisers, it was announced today by William K. McDaniel, Vice President, NBC Radio Network Sales.

Included in the new business is a 13-week order from the Pepsi-Cola Company, marking the advertiser's first network radio advertising campaign. The order calls for 10 one-minute and 10 30-second participations a weekend in both the "Bob and Ray" and "Fibber McGee and Molly" segments on MONITOR, starting June 15.

Other advertisers placing new orders follow:

Harrison Products, Inc., for its NoDoz Awakeners, ordered a 10-week participation campaign on NEWS OF THE WORLD (Monday-through-Friday, 7:30-7:45 p.m., EDT) and NIGHTLINE (Tuesday, Wednesday and Thursday, 8:30-10 p.m., EDT). The participations started May 28.

The Radio Corporation of America has scheduled an eight-week participation campaign on MONITOR starting July 13.

(more)

The Dodge Division of Chrysler Corp. ordered half sponsorship of the MONITOR sports segments for 10 weeks starting June 22.

The R.J. Reynolds Tobacco Company, for its Camel cigarettes, renewed its participation schedule in NEWS OF THE WORLD for another 26 weeks effective July 1.

Kenyon and Eckhardt, Inc., is the advertising agency for Pepsi-Cola and RCA; Sidney Garfield and Associates, Inc., represents Harrison Products; Grant Advertising, Inc., is the agency for Dodge and the William Esty Company represents R.J. Reynolds.

-----o-----

NBC-New York, 6/5/57

MONITOR
THE NBC WEEK-END RADIO SERVICE

June 5, 1957

NBC RADIO'S "MONITOR" REACHES SECOND BIRTHDAY AND RECORD SHOWS "IT WENT MANY PLACES AND DID MANY THINGS"

NBC Radio's MONITOR will complete its 3,200th hour of broadcasting, interview its 8,200th celebrity and present its 25,000th remote during the celebration of its second year anniversary Sunday, June 16.

On that day the winner in NBC Radio network's "Most Beautiful Voice In America" contest will be announced, and "Monitor" will broadcast portions of its anniversary party to be attended by many celebrities and the program's entire on-the-air staff.

Since its debut on June 12, 1955, "Monitor" has grown to become one of network radio's most commercially successful programs. It has established itself as a forerunner for the format of continuous programming -- which was once thought to be contrary to the basic principle and theory of radio programming.

"Monitor's" first year was marked by distinguished news beats and feature coverage and a general acceptance by the listening public of the program's unique format.

(more)

During its second year, further acceptance was seen when the program was expanded to include two hours of broadcasting on Friday evening (as of January, 1957), in addition to 16 hours on Saturday and 14 hours on Sunday.

Under the direction of executive producer Al Capstaff, the program has received many awards naming it radio's best program for its educational, entertainment and news value.

A long list of top radio personalities are regular weekend performers on "Monitor." Dave Garroway, Walter Kiernan, Frank Blair, Ben Grauer and Frank Gallop are "Monitor" communicators. In addition, the teams of Bob and Ray, Fibber McGee and Molly, Miss Monitor and Melody Girl have become familiar to "Monitor" listeners.

"Monitor's" two-year history can best be cited by its motto of "going places and doing things." Each weekend news and feature reports are presented from around the world, coverage is given to top sporting events, novel reporting is made from such unusual places as a helicopter in flight or a submarine underwater.

First reports of the fall of Argentina dictator Juan Peron were broadcast on "Monitor," as was an exclusive interview with Ingrid Bergman during her recent air flight to the United States.

"Monitor" is so much a portion of everyday living that a leading nightclub entertainer uses the "Monitor" idea and beeper as a theme for her act; a Montana woman named her dog "Monitor," races are named after the show, and a town in Kentucky is called "Monitor".

("Monitor" is broadcast Fridays, 8:05 to 9:55 p.m.; Saturdays, 8 a.m. to 12 Midnight; and Sundays, 10:05 a.m. to 12 Midnight.)

-----o-----

NBC-New York, 6/5/57

NBC TRADE NEWS

KPAC-TV, BEAUMONT, TEX., TO BE NBC OPTIONAL AFFILIATE

Station KPAC-TV, Beaumont, Texas, will become an optional affiliate of the NBC Television Network, it was announced jointly today by Julius M. Gordon, General Manager of KPAC-TV, and Harry Bannister, Vice President, Station Relations, for the National Broadcasting Company.

Now in construction, the station will operate on Channel 4 from an antenna height of 702' above the average terrain, with a visual power of 100 kw. The station plans to begin operations Sept. 15. KPAC-TV will serve the greater Beaumont-Port Arthur area.

-----o-----

NBC-New York, 6/5/57

NBC RADIO NETWORK NEWS

"NIGHTLINE TO MOSCOW" REPORT BY IRVING R. LEVINE IS NEW FEATURE ON NBC RADIO'S TUESDAY, WEDNESDAY, THURSDAY "NIGHTLINE" PROGRAM

"Nightline to Moscow" will be a broadcast report by NBC correspondent Irving R. Levine direct from the Russian capital on NBC Radio's NIGHTLINE program every Tuesday, Wednesday and Thursday at 8:30 p.m., EDT.

The report will cover nightlife behind the Iron Curtain, up-to-the-minute news developments, feature events pertinent to the day's news and general commentary.

Mr. Levine becomes the latest addition to the "Nightline" team of top-flight news analysts; (including Martin Agronsky and Leon Pearson, heard every Tuesday and Thursday, and David Brinkley and Joseph C. Harsch, heard every Wednesday).

Mr. Levine, the first permanently accredited American radio correspondent to the USSR since 1948, has been NBC's Moscow correspondent for the past two years.

Walter O'Keefe is host of "Nightline". Peter Lassally is producer.

("Nightline" is heard Tuesday, Wednesday and Thursday 8:30-9 p.m. and 9:05- 10 p.m. EDT.)

-----o-----

NBC-New York, 6/5/57

MORT ABRAHAMS SIGNED AS PRODUCER OF ALL LIVE PROGRAMS ON "CRISIS," NBC-TV'S NEW SUSPENSE-MYSTERY SERIES

Mort Abrahams has been signed as producer of all live programs in NBC-TV's new suspense-mystery series CRISIS which will start Monday, Sept. 30 (10-11 p.m., EDT).

There will be a total of 42 shows in the series. Twenty-two live programs produced by Abrahams will originate in New York. Twenty filmed shows -- 10 produced and directed by Alfred Hitchcock (who will set the suspense-mystery tone for the series) and 10 produced by Revue Productions -- will be filmed in Hollywood.

Abrahams was executive producer of several 90-minute color Spectaculars on NBC's "Producers' Showcase" during 1956 and the early part of this year. They included "Jack and the Beanstalk," "Festival of Music," "Mayerling" and "Romeo and Juliet."

Abrahams resigned as a vice president of the Music Corporation of America, in charge of East Coast production, to accept the assignment with "Producers' Showcase."

With a career in showbusiness dating back to 1941, when he was a director of film shorts, Abrahams entered TV in 1951 as the original producer of "Tom Corbett, Space Cadet." He resigned in August, 1951, to produce television's first adult science-fiction series, "Tales of Tomorrow." Abrahams then was producer of "Medallion Theatre" and "General Electric Theatre," and executive producer of NBC's "Star Stage."

-----o-----

NBC-New York, 6/5/57

CREDITS FOR 'DOLLAR A SECOND' ON NBC-TV

TIME:	NBC-TV, Saturdays, 9:30-10 p.m., EDT (beginning June 22)
STAR:	Jan Murray as host-emcee
FORMAT:	Contestants (chosen from those who write in to the program telling when they will be in New York) answer questions posed by Murray, and are subjected to a one-out-of-five choice of penalties for wrong answers -- as well as arbitrarily selected stunt "hazards." The possible winnings mount at a "dollar a second" throughout each contestant's participation.
PRODUCER:	Budd Granoff
DIRECTOR:	Phil Levens
ORIGINATION:	NBC, New York
STARTING DATE OF CURRENT NBC-TV SERIES:	Saturday, June 22, 1957
NBC PRESS REPRESENTATIVE:	Priscilla T. Campbell

NBC-New York, 6/5/57

NBC TELEVISION NEWS
A SERVICE OF RCA

June 5, 1957

NEWLY-FILMED EPILOGUE TO "THE TWISTED CROSS" SHOWS BERLIN TODAY
STORY OF HITLER'S RISE AND FALL TO BE REPEATED JUNE 16

With a new made-in-Berlin epilogue, Henry Salomon's "Project 20" re-creation of the rise and fall of Adolf Hitler will be repeated on NBC-TV Sunday, June 16 (4-5 p.m., EDT). Frank Bourgholtzer, NBC correspondent based in Bonn, will be the commentator in the filmed epilogue to the Hitler story, "The Twisted Cross."

Reconstructed almost wholly from German news film which had been impounded until then, "The Twisted Cross" was first telecast March 14, 1956. An estimated 34,000,000 viewers saw it, and it was repeated three months later in response to public demand.

Originally it closed with crater-of-the-moon scenes of utter ruin inside Germany, with a few dazed survivors stumbling aimlessly through the rubble. The newly-filmed epilogue will show Berlin today.

"Hitler and his Nazis shattered Germany so thoroughly that today there are not one but two Germanys growing daily more incompatible," Bourgholtzer says. "The 12 years since unconditional surrender have brought many astonishing things -- some good, some bad -- but all secondary to this central and dominant fact. While all is not only a result, but a present and future cause of trouble in world diplomacy, this story can be told with visual impact only in Berlin where the two Germanys co-exist."

(more)

"The Twisted Cross" uses Hitler and the Nazi movement as the concrete illustration of a general theme: the rise and fall of a dictator. The intention was to portray what makes a dictator, what makes a nation yield to one, and what happens to a nation that does yield.

The film's characters and events are shown almost entirely through the eyes of the Germans themselves. By staying inside Germany, using German footage, it dramatizes the slowly gathering doom of the Hitlerite state and seeks to give the feeling of a approaching nemesis -- the closing in of retribution, of fate, on an arrogant and ruthless movement which sought to dominate the world.

In quest of footage for "The Twisted Cross," Salomon and his "Project 20" staff screened some 5,000,000 feet of film. Of this, they brought back to New York headquarters some 150,000 feet. The finished story runs 4,800 feet.

Working with Salomon on "The Twisted Cross" were most of the same men with him on other "Project 20" productions and the earlier "Victory at Sea" series. They include Richard Hanser, co-author of the script with him; Alexander Scourby, narrator, and Robert Russell Bennett, composer and conductor of the original orchestral score.

(NOTE: "The Twisted Cross" will replace "Nightmare in Red," announced earlier for revival on this date.)

-----o-----

NBC-New York, 6/5/57

NBC

A SERVICE OF RCA

June 4, 1957

Robert W. Sarnoff, President of NBC, is now in Europe. His series of letters to radio-TV editors will be resumed upon his return.

NBC A SERVICE OF RCA

June 4, 1957

VIEWERS IN MANY WALKS OF LIFE APPLAUD NBC EDUCATIONAL TELEVISION PROJECT

Who's been sitting in the 21-inch classroom?

Well -- to name a few -- physicians, physicists, publishers, teen-agers, teachers, housewives, recent immigrants, and clergymen. Since the start of NBC's Educational Television Project, undertaken in cooperation with the Educational Television and Radio Center, at Ann Arbor, Mich., they've been writing in to the network to speak their minds about it.

NBC has been sending programs out live from New York to the nation's educational TV stations over its regular network facilities from 6:30 to 7 p.m., EDT, Monday through Friday. The first 13-week cycle will end this Friday, June 7; another will start in the Fall.

Do viewers cotton to this first live programming ever to be produced exclusively for educational TV stations on a countrywide basis? The evidence in the mailbag is that they do -- enthusiastically.

Comment from a recent immigrant: "I am a foreigner not long in this country. With great interest I watch your (geography) lecture at television every week." (Mrs. Anna N. Roth, Bronx, N.Y.)

From another: "For several weeks I have enjoyed your literature discussion. I am so very glad to be able to revise and

(more)

change my mind about the American people, of whom I am a proud member now for one year. Europeans usually are under the very wrong impression that America has no culture at all, that the basic idea is money and money-making." (Irene Stolzenberg, Bayside, L.I.)

From a physicist: "Being a physicist and a teacher I applaud your efforts. The general idea of this series and of this particular program (mathematics) is an excellent one." (Mr. M.A. Melkanoff, Los Angeles.)

From a publisher: "In my regular capacity as a publisher (the American literature program) seems to me an excellent program and an excellent idea." (Roger W. Straus Jr., New York City.)

From a physician: "Your programs on mathematics and American government -- the only ones in your series that I can arrange to hear and see -- are fine. I enjoy Dr. Schattschneider ever so much -- wonderful in his way of conducting the program. Congratulations. Let's have more adult TV." (Dr. Marshall D. Hogan, Morristown, N.J.)

From another physician: "I wish to commend you in your choice of program which you call 'The American Scene'." (Dr. Daniel M. Lipshulz, New York City.)

From a teacher: "The literature program is particularly helpful to my literature classes. Very well presented, and the readings are a stimulus to improving our own reading." (Miss A.C. Baum, Austin H.S., Chicago.)

From a clergyman: "I just saw your production on measurement in the mathematics division. I found it quite fascinating." (The Rev. Edward R. Williams, Punxsutawney, Pa.)

Other comments:

(more)

"Your geography program by a Yale professor was superb. Best television program of my experience." (Mrs. Lynn Franklin, Fredericksburg, Va.)

"I found 'Mathematics' delightful." (George M. Sebsow, Brooklyn, N.Y.)

"I have never been so impressed with anything in TV as with the educational series. If only we could have more of this we'd watch it all -- any subject." (Mrs. Joseph Guelich, New York City.)

"There is every mental delight in the geography program. I could listen for days at a time to your wealth of words and ideas." (Mrs. Etta B. Bardwell, Jackson Heights, N.Y.)

"Your new venture, 'The American Scene,' moves me so thoroughly that I must write and congratulate all concerned. Thank you for a treat." (Mrs. Charles F. Massey, Hollywood, Cal.)

"Am very grateful for the educational series. I shall follow mathematics with great interest." (Mrs. Henry Dietrich, Los Angeles.)

"I am so impressed with the quality, subject matter and presentation of your educational series that I desire to express to you and the participants my hearty endorsement and appreciation. Each of the presentations has been equally meritorious and worthwhile in a high degree. This household is looking forward with keen interest to the succeeding programs." (Chester A. Pugsley, Pasadena, Calif.)

(more)

"My husband and I think your world geography program is one of the best programs now available and hope to watch it every week." (Mrs. Kenneth L. Hughes, Tarrytown, N.Y.)

"Dr. Elmer E. Schattschneider's talk was excellently done in every respect. My sincere 'thank you' is extended to all those who have been responsible for making such worthwhile programs available." (Mrs. H.B. Mead, West Orange, N.J.)

The Project's five programs have been conducted by Dr. Albert D. Van Nostrand, of Brown University; Albert E. Burke, of Yale University; James R. Newman, editor of "The World of Mathematics"; Dr. Elmer E. Schattschneider, of Wesleyan University, and Jay Harrison, music editor of the New York Herald Tribune. Their respective subjects: American literature, world geography, mathematics, American government, and highlights of opera history.

-----o-----

NBC-New York, 6/4/57

NBC TRADE NEWS

CHARLES VAN DOREN, NOW AN NBC CONSULTANT ON PUBLIC AFFAIRS, TO APPEAR ON SHAKESPEARE FEATURE OF 'WIDE WIDE WORLD'

Charles Van Doren, NBC's consultant on public affairs and educational programming, will make his first WIDE WIDE WORLD appearance Sunday, June 9 (NBC-TV, 4-5:30 p.m., EDT) when he guides viewers about the American Shakespeare Festival at Stratford, Conn.

The young Columbia University professor and "Twenty-One" quiz contest winner will make frequent appearances on the program next year as an "on-location" reporter in connection with feature segments from such spots as theatres, laboratories, and universities.

Stratford is one of several spots to be visited by "Wide Wide World" June 9 as part of an overall program entitled "Summertime."

NBC-New York, 6/4/57

ONLY FILMS OF ALGERIAN LIBERATION ARMY TO BE SHOWN ON 'OUTLOOK'

The only films ever taken of the 30,000-man Algerian Army of Liberation, which for two and one half years has been waging a hit-and-run war with the French, will be shown on NBC-TV's OUTLOOK Sunday, June 9 (5:30-6 p.m., EDT).

The films were taken -- and then smuggled out of the Saharan Atlas Mountains of Algeria -- by two Americans, Peter Throckmorton of New York City and Herb Greer of Santa Fe, N.M. Throckmorton made initial contact with the Nationalists about a year ago. After careful screening by nationalist intelligence, he and Greer and another American, Roger Ruvell, were smuggled into rebel territory. They spent more than five months taking pictures and interviewing members of this hard core of Algerian nationalism.

FRANK BLAIR AND TWO SONS GO FISHING; MAGAZINE TO COVER TRIP

Newscaster Frank Blair will take time off from NBC-TV's TODAY show for a fishing trip in the wilderness of Northern Minnesota June 13-15. He'll be accompanied by two of his sons: Frank III, 21, and Tom, 17.

The Blairs will fly to Duluth, Minn., after the "Today" show on Wednesday, June 12. From there they'll be flown to the fish-filled lakes near Ely, Minn. by Roy Halverson, one of the nation's leading growers of Christmas trees.

The fishing trip will be covered by Fisherman Magazine.

("Today" is telecast Mondays through Fridays 7-10 a.m., EDT.

-----o-----

NBC-New York, 6/4/57

NBC TRADE NEWS
A SERVICE OF RCA

June 3, 1957

NBC TO TELECAST FLOYD PATTERSON-'HURRICANE' JACKSON HEAVYWEIGHT TITLE FIGHT AT POLO GROUNDS JULY 29

The National Broadcasting Company will televise the heavyweight championship bout between titleholder Floyd Patterson and Tommy "Hurricane" Jackson on Monday, July 29 at 10 p.m., EDT, at the Polo Grounds in New York, it was announced today by Les Arries, TV consultant for promoter Emil Lence, and by Tom S. Gallery, NBC Sports Director. The bout will not be seen in the New York area.

The telecast of the 15-round battle will be sponsored by the Buick Motor Division of General Motors Corporation, through Kudner Agency, Inc.

The announcement was made at a press conference today at Leone's Restaurant, New York. Arries said the bout would be staged Tuesday, July 30 if rain forces a postponement on July 29, and that if rain also interferes on July 30 the bout would be scheduled for Monday, Aug. 5.

(more)

Patterson won a split decision over Jackson in their only other clash. This was a 12-round elimination bout in June, 1956. Patterson then met Archie Moore for the heavyweight title Nov. 30 and knocked out the light-heavyweight king to gain the championship relinquished by Rocky Marciano when he retired undefeated.

Jackson, 25-year-old whirlwind, is from Far Rockaway, N.Y. Patterson, 22, a former Olympic middleweight champion, is from Brooklyn.

-----o-----

NBC-New York, 6/3/57

NBC TRADE NEWS
A SERVICE OF RCA

June 3, 1957

'ADVENTURE THEATRE,' SUSPENSE DRAMA SERIES, TO BE SATURDAY NIGHT SUMMER FEATURE WITH PAUL DOUGLAS AS HOST

ADVENTURE THEATRE, half-hour suspense series filmed in England and starring Paul Douglas as host, will return for a second season on NBC-TV beginning Saturday, June 15 (10:30-11 p.m., EDT).

The program will be seen in the "Your Hit Parade" time spot through Aug. 31, and will be sponsored by the American Tobacco Co. for Lucky Strike Cigarettes through Batten, Barton, Durstine and Osborn, Inc., and Warner-Lambert Inc. for Richard Hudnut Quick Home Permanents through Kenyon and Eckhardt Inc. "Your Hit Parade" will return Sept. 7.

The opener will be "The Final Twist" with Karel Stepanek as Dyckmann and Philip Leaver as Groote. The story-line: Dyckmann is giving a party when he learns that his jewelry shop has been robbed and his partner killed. Suspects include Dyckmann himself, because he recently has tripled his business insurance, and Groote, unsuccessful business rival of the dead man.

-----o-----

NBC-TV NEWS

FIRST LIVE TV APPEARANCE OF EARTH SATELLITE #1 TO BE MARKED BY VIBRATION AND 'FLIPPING' TESTS ON 'WIDE WIDE WORLD'

Earth satellite #1, the sphere which scientists will project 300 miles into space in 1958 as part of the Geophysical Year experiments, will make its first live television appearance on WIDE WIDE WORLD Sunday, June 9 (NBC-TV, 4-5:30 p.m., EDT) -- and will be subjected to a variety of tests for the benefit of viewers.

It will, for instance, be vibrated by a huge electro-magnet in order to test its ability to withstand the vibrations of next year's rocket thrust, according to "Wide Wide World" producer Gerald Green.

And the mechanism which will automatically flip the sphere into its elliptical orbit 300 miles away will do some preliminary flipping in the laboratory.

Also displayed will be the fantastic electronic unit to be contained within the satellite -- compact apparatus which will gather information, "memorize" it and send it back to tracking stations on the earth.

A total of 48 separate broadcast channels will be installed within the unit for the dissemination of information -- an amazing number, inasmuch as the entire satellite is only the size of a medicine ball.

"Wide Wide World" will visit the Naval Research Laboratories in Washington, D.C. to demonstrate the satellite's workings.

The segment will be one of a series of coast-to-coast features in an overall program entitled "Summertime."

----o-----

NBC-New York, 6/3/57

NBC SPOT SALES

News

NBC SPOT SALES DIRECT MAIL PIECE CONVEYS A "BURNING MESSAGE"

The charred corner of an NBC Spot Sales availability sheet is drawing the attention of agency time buyers to an "unusually hot" program availability on WRCV-TV, Philadelphia.

Looking like a result of spontaneous combustion, the corner of the paper has been burned away. The sheet points out that Taylor Grant's 6:55 p.m. news program on WRCV-TV is the "hottest program availability" in Philadelphia today. Facts and figures to prove this statement and a long list of awards to the newscaster complete the sales message.

NBC-New York, 6/3/57

ROBERT PAIGE NAMED CO-HOST (WITH FRANK PARKER) OF NBC-TV'S "BRIDE AND GROOM" SERIES

Robert "Bob" Paige will be co-host (with singer Frank Parker) on the upcoming BRIDE AND GROOM series which returns to NBC-TV Monday, July 1 (Mondays through Fridays, 2:30 p.m., EDT). Parker and Paige are scheduled to appear on all telecasts.

Paige is familiar to viewers for his TV stints as guest host on "Queen for a Day" and "Strike It Rich," as well as dramatic portrayals on top TV shows including "Lux Video Theatre" and "Kraft Television Theatre."

A former radio announcer, Paige has also played leading roles in more than 40 motion pictures. Since 1951 he has concentrated on television and during 1955 served as emcee and host of the "Colgate Variety Hour" on NBC.

Announcement was made last week of Frank Parker's assignment as co-host of the series.

MARK OF BIGNESS

Arlene Francis, star of NBC-TV's HOME, recently commented on the sharp lampooning of the wives of Washington leaders during the Women's National Press Club dinner: "There's no one so big that he cannot be kidded, and if he can't be kidded, he isn't so big."

-----o-----

NBC-New York, 6/3/57

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

June 3, 1957

CREDITS FOR 'JERRY LEWIS SHOW' COLORCAST SATURDAY, JUNE 8

PROGRAM:	The Jerry Lewis Show
TIME:	NBC-TV colorcast Saturday, June 8, 9 p.m., EDT.
STAR:	Jerry Lewis
GUEST STAR:	Eydie Gorme
CAST:	Dan Rowan and Dick Martin, comedians; Dick Humphreys and Lou Spencer, dancers; Danny Lewis, Jerry's father, and Gary Lewis, Jerry's 11-year-old son.
PRODUCER:	Ernest Glucksman
DIRECTORS:	Jack Shea and Jerry Lewis
WRITERS:	Harry Crane and Arthur Phillips
MUSIC DIRECTOR:	Nelson Riddle
ART DIRECTOR:	Spencer Davies
JERRY LEWIS' WARDROBE BY:	Sy Devore

(more)

MUSICAL NUMBERS STAGED BY:	Nick Castle
SPONSORS:	Radio Corporation of America, the Whirlpool Corporation and the Oldsmobile Division of General Motors.
AGENCIES:	Kenyon and Eckhardt Inc. for Radio Corporation of America and the Whirlpool Corporation; D.P. Brother Co., Inc. for Oldsmobile.
POINT OF ORIGINATION:	Burbank, Calif.
NBC PRESS REPRESENTATIVES:	Joe Bleeden, Hollywood; Betty Lanigan, New York.

-----o-----

NBC-New York, 6/3/57

'PEOPLE ARE FUNNY' TO PRESENT SUMMER SERIES OF REPEAT PROGRAMS ON NBC-TV AND RADIO

PEOPLE ARE FUNNY (NBC-TV, Saturdays 7:30 p.m., EDT; NBC Radio, Wednesdays 8:05 p.m., EDT) will present a series of re-runs beginning June 15 on TV through Sept. 7 and beginning June 19 on NBC Radio through Sept. 11.

The first show of the New Fall TV series will be presented on Sept. 14 and the Fall radio series will begin on Sept. 18.

Art Linkletter serves as stuntmaster for the audience participation show.

During the 1956-57 season "People Are Funny" came into the national news limelight with a series of romantic meetings which the program's "electronic Cupid" -- Univac -- arranged for a number of couples. Other features of the program include an anagram game with cash prizes and various comedy stunts which are set up for members of the studio audience to do in order to win prizes.

The TV version of "People Are Funny" is sponsored alternately by The Toni Co., a division of the Gillette Co. and by the R.J. Reynolds Tobacco Co. North Advertising, Inc. is the agency representing Toni and the William Esty Co. represents the R.J. Reynolds firm.

-----o-----

NBC-New York, 6/3/57

CREDIT SHEET FOR 'MEET THE PRESS' ON NBC-TV AND NBC RADIO

PROGRAM:	"Meet The Press."
TIME:	Sundays, NBC-TV, 6-6:30 p.m., EDT; NBC Radio as part of "Monitor," 6:35-7 p.m., EDT.
FORMAT:	Noted newsmen interview persons-in-the-headlines in an unrehearsed press conference.
PRODUCER (AND PERMANENT PANEL MEMBER):	Lawrence E. Spivak.
ASSOCIATE PRODUCER:	Helen Johnson.
MODERATOR:	Ned Brooks.
DIRECTOR:	Frank Slingland.
TECHNICAL DIRECTOR:	Leon Chromak.
PRODUCTION SUPERVISOR:	Doris Corwith.
ORIGINAL STARTING DATE:	NBC Radio -- June 24, 1945; NBC-TV -- September 12, 1948.
ORIGINATION:	Washington and New York.
SPONSOR:	Johns Manville Corp.
AGENCY:	J. Walter Thompson.
NBC PRESS REPRESENTATIVE:	Joe Ryan (New York).

-----o-----

NBC-New York, 6/3/57

'FATHER KNOWS BEST' TO REPEAT 15 SHOWS

Fifteen of the best productions of FATHER KNOWS BEST will be repeated through the Summer, beginning Wednesday, June 12 (NBC-TV, 8:30-9 p.m., EDT).

In the June 12 episode, "Never the Twain," the Anderson home is in an uproar as daughter Betty (Elinor Donahue) awaits her dream man, a young cowboy she met during a vacation on a dude ranch. However, away from the ranch, the cowboy (John Smith) loses his glamor and is an awkward, almost-speechless young man, completely out of his element.

-----o-----

DAPHNE DU MAURIER STORY--BETTE DAVIS STARRED--GOES BEFORE CAMERAS THIS WEEK FOR UPCOMING NBC 'CRISIS' SERIES

Daphne du Maurier's "Split Second," set for NBC's new suspense-mystery series CRISIS, goes before the cameras Friday, June 7. Bette Davis is star of "Split Second."

It will be one of 20 filmed dramas to be seen on "Crisis" which bows on the network Monday, Sept. 30 (10-11 p.m., EDT). It will also mark the first full-hour dramatization of a Daphne du Maurier story to be filmed for American television. "Split Second" tells of a woman who is killed and who -- at the instant of death -- foresees the future. It will be directed by John Brahm.

Twenty-two of the "Crisis" dramas will be done live, originating in New York. Alfred Hitchcock will produce and direct 10 of the 20 filmed shows in Hollywood, and set the suspense-mystery tone for the entire series. Revue Production will produce the other 10 filmed shows, also in Hollywood.

-----o-----

NBC-New York, 6/3/57